MARKETPLACE

50¢ PLAY?

Bill Gersh

Back in the "Gay '90s" the late Herbert S. Mills, founder of the very great and now long gone Mills Novelty Company, stunned the coin machine business of his time by introducing half-dollar play on his Mills Owl, Mills Dewey, and other of his six feet high automatic payout color wheel machines which have appeared in many "Pictorial History" editions of "Marketplace". His two chief competitors, the Caille Brothers of Detroit, Mich., and Watling Manufacturing Co., Chicago, Ill., didn't remain stunned very long. They quickly followed his lead and soon had half-dollar play machines on the market. In fact, the Caille Brothers went a step further, they introduced silver-dollar play machines.

Since those early days there have been many half-dollar play machines presented aside from automatic payout slots, consoles, etc. For example, photo and hand writing analysis as well as some fortune telling machines featuring half-dollar chutes. Vending machines accepting half-dollars and making change are well known to all. Today, lottery ticket dispensers feature half-dollar chutes. Juke Boxes feature 2 and 4 quarter plus dollar bill action. One well known phono manufacturer suggested "1-Play 2-Bits" and "3-Plays 50¢". Large arcade type machines as well as video games and pinballs feature double 25¢ chutes in an effort to capture 50¢ play.

As far as every operator is concerned, games and music at 50¢ play are most welcome, indeed. But just to label a machine "50¢ Play", unless it's a money payout, isn't the most feasible or effective labeling. Of course there are today and will be in the future equipment that can command 50¢ play, such as the photo and analysis machines. What can also come into being could be such overwhelming inflation that phonos would be forced to step up to "1-Play 25¢" and "3-Plays 50¢". Eliminating conjecture, it does seem the day is fast approaching when some unique method of 50¢ play may become recognized as part and parcel of profitable operation.

What do you think? Write now to: Marketplace, 185 N. Wabash, Chicago 60601.

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BENJAMIN H. HASKELL
THEODORE BLATT
RONALD S. KOPPELMAN

ASSOCIATE COUNSEL
TERRY LICHTASH
LOUIS GOLDSTEIN

April 29th, 1974

Mr. Bill Gersh
Marketplace
185 North Wabash Ave
Chicago, Ill. 60601

Dear Bill:

A recent decision of our New York Appellate Division may be of interest to you. The facts are as follows:

The Department of Consumer Affairs of the City of New York approved four Flipper Type Games for operation in locations having liquor licenses. In reliance on the approval, a number of games were installed, and operated.

Shortly thereafter, at the request of the Police Department, the Consumer Affairs withdrew their approval and attempted to cancel the licenses.

This resulted in litigation and, on April 17th, 1974, the Appellate Division in Manhattan rendered a decision which, in my opinion, is of great importance to the entire industry. The Court went beyond the question as to whether or not the Consumer Affairs Department had the right to rescind its approval, but ruled that "a pin ball game is not a gambling device but an amusement device". A copy of the decision is enclosed.

This decision is of great significance in this State because the governing authorities of the various communities have from time to time enacted ordinances or issued rulings forbidding the operation of pin ball games. This decision specifically declares all such rulings and enactments unconstitutional.

As far as the City of New York is concerned, this industry will, of course, still abide by the rules and regulations of the Consumer Affairs Department which requires submission of all new games for inspection and approval by that department, and also existing rules and regulations as to the type of places where games can be operated.

The importance of this decision lies in the fact that a higher Court has definitely ruled that any local ordinance or regulation which declares a pin ball game to be a gambling device, is unconstitutional.

It should also be noted that this ruling does not apply to games that give prizes or free games.

Sincerely,

Ted

TB/nc

NEW YORK LAW JOURNAL
APRIL 17, 1974
PAGE 4

Text of Opinion

IN THE MATTER OF THE PETITION OF ALBERT SIMON, INC., and SEABOARD NEW YORK CORP., petitioners-appellants, v. BESS MEYERSON, AS COMMISSIONER OF THE DEPARTMENT OF CONSUMER AFFAIRS OF THE CITY OF NEW YORK, respondent-respondent.

Decided April 16, 1974.

Before *Nunez, J.P.; Kupferman, Murphy, Steuer* and *Tilzer, JJ*

Appeal from a judgment of the Supreme Court (Spiegel, J.), entered in New York County on Jan. 17, 1974, dismissing the petition.

Isadore B. Hurwitz and Peter Campbell Brown, attorneys for petitioners-appellants.

Nina G. Goldstein of counsel (L. Kevin Sheridan with her on the brief; Adrian P. Burke Corporation Counsel) for respondent-respondent.

Steuer, J.—The petitioners manufacturers of what are called "common show games," devices in the nature of pinball machines, submitted samples of four such machines to respondent Commissioner of Consumer Affairs for her approval. Approval was accorded to the machines, manufacture was begun, and machines were sold and installed in various premises about the city. Somewhat over a year later, respondent, upon advice from a police expert that the machines were gambling devices and hence prohibited under section B32-40.0 of the Administrative Code, withdrew the approval theretofore granted.

This proceeding under article 78 followed. It is based on several grounds. We agree with respondent that many of these are untenable. Finally, there can be no estoppel against a public body or officer in this situation. A public officer is required to so act (Emerman v. City of New York, 34 A. D. 2d 90., 902). Hardship resulting from the correction does not change the rule (N. Y. City Employees' Retire. System v. Eliot, 267 N. Y. 193 202). Nor do we find that the state has preempted the field.

However, we do find that the statute violates the constitution. The avowed object of the legislation is to prevent the use of gambling devices while allowing machines providing amusement. The statutory test as to what is a gambling device in a coin-operated machine is whether there is any element of chance in the playing of the game. Initially, it should be remembered that play on these devices is not in the nature of a contest, where the player competes against an opponent. Where a machine is so designed, as where the player receives a reward contingent on his making a certain score, in the form of a prize of any description—even to the extent of getting permission to play the game again without paying—the game may well be described as a contest between the player and the machine owner; and, if dependent on chance as opposed to skill, be deemed a gambling device. Here, concededly no such element is present. Here the player is exactly in the same position vis-a-vis the proprietor of the device whether his score is good, bad or indifferent.

The statutory test distinguishing gambling from amusement, provided that test is not illusory (as it is difficult to conceive of any device in which the outcome would not be affected in some degree by chance) has no relation to the object to be attained, namely, the interdiction of gambling. Here the player can neither gain nor lose as a result of the game. It would therefore appear that there is lacking any "fair, just or reasonable connection" between the statutory test and the promotion of the welfare and safety of society—the necessary element to validate an exercise of the police power (People v. Gillson, 109 N. Y. 389, 401, quoted with approval in People v. Bunis, 9 N. Y. 2d 1, 3, et seq.). As the statute lacks reasonable relationship and application to the evil it is designed to avoid, it lacks constitutionality (Defiance Milk Products Co. v. Du Mond, 309 N. Y. 537, 541).

The judgment entered Jan. 17, 1974, in New York County (Spiegel, J.) should be reversed on the law and the relief demanded in the petition granted, without costs. Settle order on notice.

All concur except *Tilzer, J.*, who would affirm on the opinion of *Spiegel, J.*, at Special Term.

This is the copy of the decision to which attorney Theodore Blatt refers in his letter of the previous page. A very important decision for all of New York state operators and especially in New York City.

★ *Star*

MUSIC AND VENDING COMPANY

ALBERT LEA, MINNESOTA
373-5786

1119 5TH PLACE S.E.

AUSTIN, MINNESOTA
433-6456

May 30, 1974

FOOSBALL CLASSES OFFERED IN HIGH SCHOOL

That's right. Star Amusement Co, Austin,Minn., participated in a 2-day mini course program set up in the town's Pacelli High School.

Three foosball classes were offered to the students, freshman thru senior class, and had one of the biggest enrollments of all classes offered with over 60 students participating.

The wide range of classes, set up by the Pacelli Student Council with participants from the Pacelli faculty and area residents, were held on Thursday and Friday, April 26 and 26, for the second year. This was the first time foosball was offered.

Rod Clennon and Duane Bakken of Star Amusement Co., were the instructors for the course. All equipment was furnished by Star Amusement. The open mindedness for such a project was furnished by the Pacelli High School Administration.

What About Juke Box Music?

Now that vinyl again available, record manufacturers holding back from producing new records. Radio stations that hypo'd many new records have cut back to oldies. Disk jockeys very wary of shouting about new recordings with federal investigations under way in Newark,N.J. and Los Angeles,Calif. So juke box operators not being pushed into buying new records at much higher costs.

In the meantime, promotion lags far behind where music concerned. Tin Pan Alley in the doldrums. Great, new tunes not being produced. The status quo condition of music having its effect on the juke box business. Time has returned for juke box operators to better promote their automatic music, bring it to more complete attention of all the patrons of their locations.

Young and old love music. It's an American heritage. The trauma of Watergate, inflation, higher and higher prices, oil, gas, energy conservation, unemployment, wars, the weak and devalued dollar, the fumbling stock market, high interest rates, scarcities, have effected the people without any doubt. Many don't feel like singing and dancing. Yet musical instruments are selling. Youngsters still marching and playing in school bands. Music is the salvation. Can bring back happy, courageous, vital America.

It's up to the nation's juke box operators to lead the way. To push music to the fore. To get young and old singing and dancing again. Pool, pinball, foosball tournaments capturing interest. What about some sort of juke box tournament to revive interest? To get more people playing juke box music? Mystery turnes? New, local recordings of hometown people? Tune of the month? Many, many ideas abound that can be openly advertised by associations, by individual operators in local newspapers, over radio, over TV, to get people more interested in music from tuneful, toneful juke boxes.

Maybe even step up the "Big Music Bargain" to "7 Plays 50¢" and "15 Plays $1" from present "5 Plays 50¢" and "12 Plays $1". Biggest economic bargain today is your own "2-Plays 2-Bits". Perhaps big, new promotion will open path for juke box operators to get $10 "service charge" off the top of the gross collection plus a more equitable commission basis.

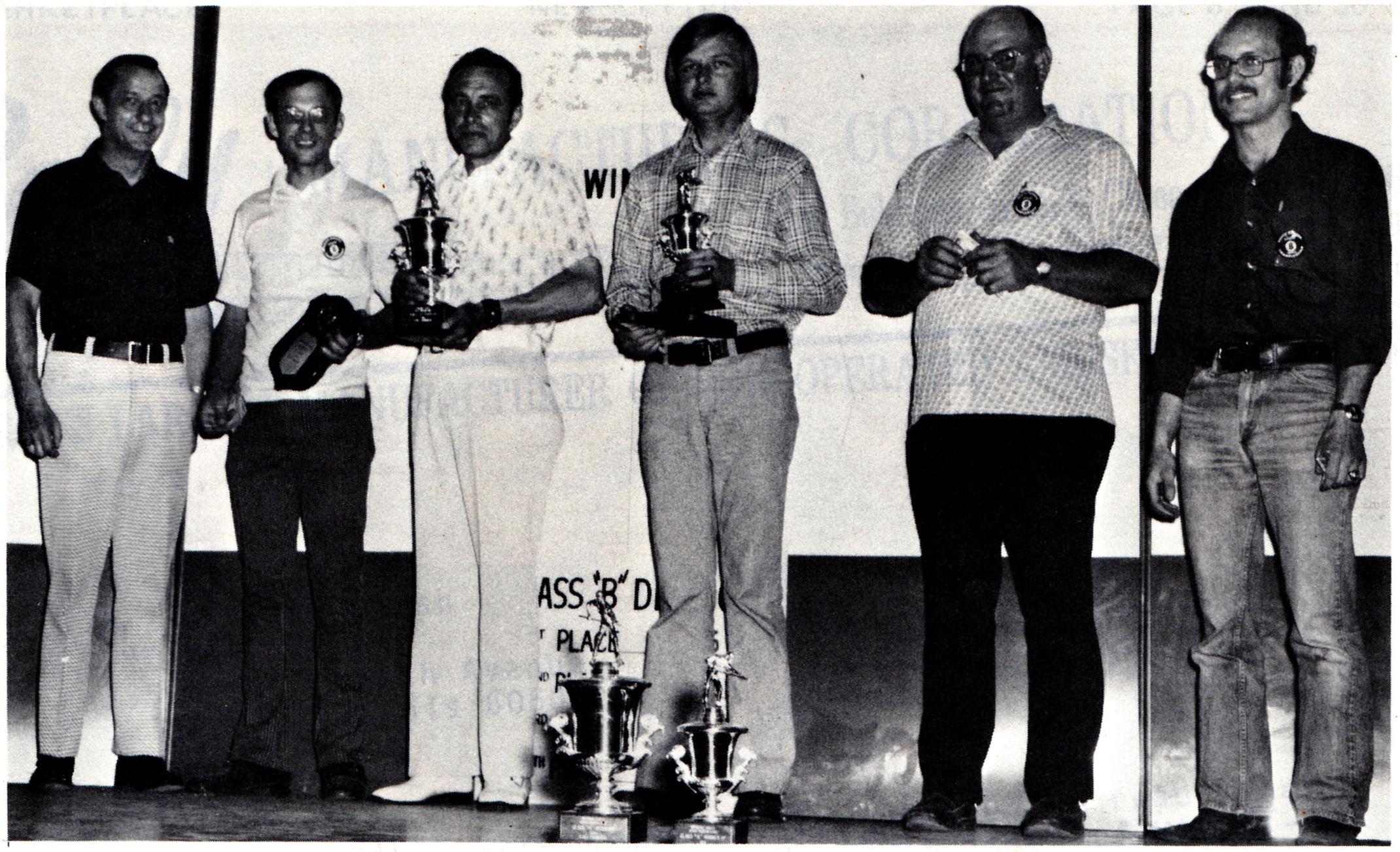
WHAT'S WITH JUKE BOX MUSIC? You tell us! Okay, Bill, here's what's with juke box music:_____

NAME_____

FIRM_____

ADDRESS_____ CITY_____ STATE_____

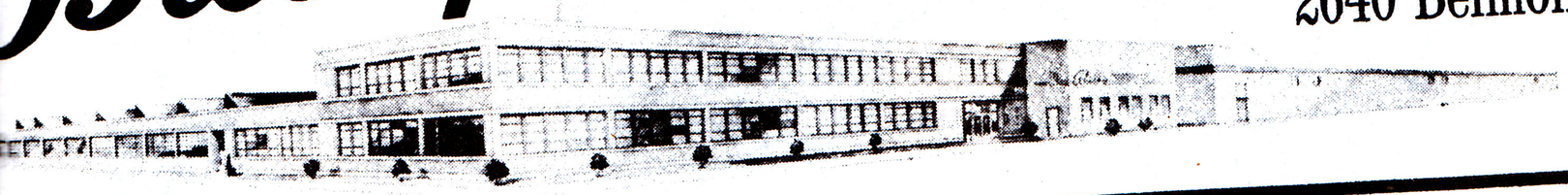
(Use other side of this page if necessary. Mail today to: Marketplace, 185 North Wabash Ave., Chicago, Ill. 60601. You've got the answer.)



The 1974 8-Ball Pool Tournament by the South Dakota Music & Vendors Assn., May 5 & 6 , 1974, at the Pierre City Auditorium, Pierre,S.D., attracted 315 players and ended in a blaze of glory with Governor Richard Kneip awarding the cash and prizes to the winners. In the above picture: Gov. Kneip, Tom Vinis, sponsor from Harley's Lounge, Dave Benning, Pete Kerns and Bill Stevens. Tournament director was Mac Hasvold of Sioux Falls,S.D. The tremendously fine public relations this annual tournament has brought into being has greatly benefitted all of South Dakota's operators. Details can be had from Dick Peyton at 605/224-2111.

4th Annual State College & University Pinball Tournament was held at Geneseo State College, Geneseo,N.Y. This tournament is sponsored in cooperation with John Bilotta of Bilotta Enterprises, Newark,N.Y. The singles winner, Joe Korba of Alfred Univ., on the left in the above picture, won a Bally King Rex from John Bilotta. On the right is Matt Dubai of Geneseo State College, program and promotion director. Close to 50 N.Y.State universities and colleges were invited to sponsor contestants for this tournament. The tournament was organized by Matt Dubai, Union Program & Promotion Director and Erik Wiehardt, ass't director of the College Union. In the near future Geneseo State College plans to send a traveling display of an Invitational Pinball Trophy to all colleges thruout N.Y.State. The N.Y. Coin Machine Assn., in conjunction with John Bilotta, hope to attract all colleges to their forthcoming N.Y.State Pinball Tournament.

Bally MANUFACTURING CORPORATION
2640 Belmont Avenue, Chicago, Illinois 60618, U.S.A.
Telephone: (312) 267-6060 Cables: BALFAN
Telex No. 253076



WORLD'S LARGEST MANUFACTURER OF COIN-OPERATED AMUSEMENT EQUIPMENT

May 4, 1974

Mr. William Gersh
THE MARKETPLACE
185 North Wabash Avenue
Chicago, Illinois 60601

Dear Bill:

We here at BALLY were tremendously thrilled to read your comment, (page 1, WHAT'S NEWS, May 30th issue of MARKET-PLACE), regarding what speedier play action we at BALLY are advocating and actually building into our 3-ball play flippers really means.

Just as you so well analyzed, 3-ball play is 40% speedier than 5-ball play. That 40% speedier play, as we see it, can mean the difference between profit and loss on many and many a location. It can mean 40% greater intake and that, in itself, is the reason why operators "can bank on a BALLY game".

These are, without any doubt whatever, extremely uncertain time; not only is inflation breaking all records but, to add to this horrible problem, materials and components are in very short supply and delivery of these manufacturing necessities has become one great and all-consuming puzzle. Therefore, every game we produce at BALLY must be the very finest money-maker for our worldwide distributing organi-zation to sell to their customers -- the operators.

Once again, as it always has been over the past 44 years, BALLY has come up with the way to assure operators enjoying faster, greater, better income. We have always devoted ourselves most completely to this purpose. We intend to carry this even further with the new games we are readying for the operators. That, we most sincerely believe, is the one way to assure all operators, all over the world, "You can bank on a BALLY game".

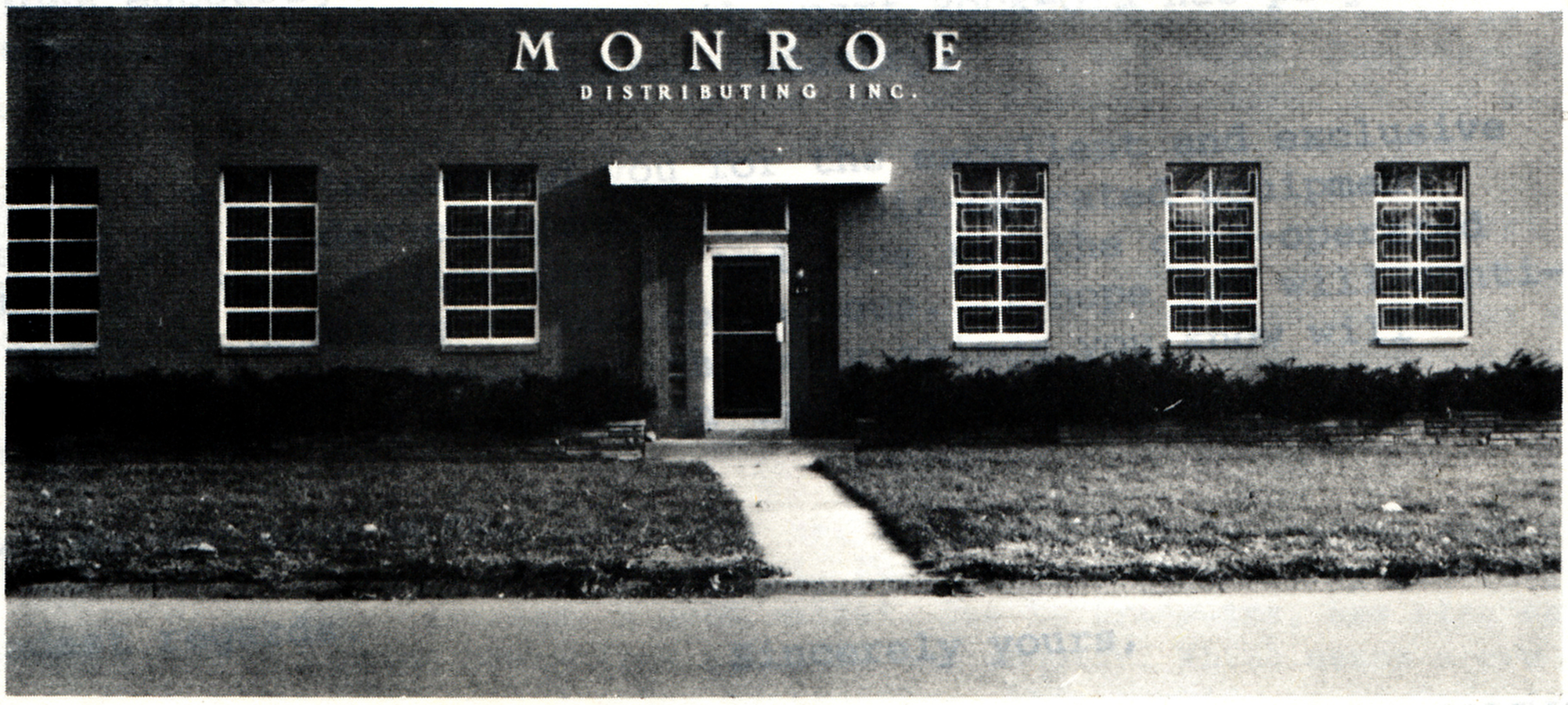
Cordially,

Ross B. Scheer
Director of Marketing
BALLY MANUFACTURING CORPORATION

RBS:gdk

BRANCH FACTORY IN IRELAND

Vince Barrie of St.Thomas Coin Sales, St.Thomas, Ont., Canada, former Mayor of St.Thomas and who has received many honors from his city as well as from the Canadian government, was honored once again in recognition of Chamber of Commerce Week across all Canada by the St. Thomas Chamber of Commerce by being given the very first award to be presented to an outstanding citizen each month. Vince Barrie has been active in numerous political, charitable and community activities in St.Thomas for many years. In the above picture, Bill Vigars, manager of the St.Thomas C. of C., is presenting the award to Vince Barrie while Mrs. Barrie and his daughter, Marianne, look on.



New building of Monroe Distributing,Inc. in Dayton, Ohio, at 1424 Stanley Ave. This is branch office of Monroe whose headquarters are in Cleveland,Ohio. Norm Goldstein, Monroe's president, reported the large showroom in this new building will give much finer display for all the new machines the firm handle. Monroe are distributors for Rock-Ola Mfg.Corp., in Ohio, western Pennsylvania and a portion of northwest West Virginia. The new facility occupies over 20,000 square feet and, in addition to the huge showroom, has reception, parts and maintenance as well as very big warehousing areas. Norm invited all in the Dayton area to come in and visit.

ROCK-OLA MANUFACTURING CORPORATION

800 NORTH KEDZIE AVENUE
CHICAGO, ILLINOIS 60651 U.S.A.
TELEPHONE: 638-7600 . . . CABLE "ROCK"

★ EXECUTIVE OFFICES: David C. Rockola President

May 10, 1974

Mr. William Gersh
MARKETPLACE
185 North Wabash Avenue
Chicago, Illinois 60601

Dear Bill:

Since we never seem to have time anymore to get together and talk shop, I am taking this opportunity to voice a few opinions.

First, I want to encourage you in every way to go ahead with the publication of "A History of the Coin Machine Industry". Granted, it will be a tedious, time consuming task. But I know of no other person who has the background, contacts and ability to chronicle the history of this industry with clarity and color.

Besides encouragement, we will be happy to provide you with historical data and photos on the part Rock-Ola has played in the growth of the coin machine industry.

Second, I wish to commend you for the excellent and exclusive service you render everyone in the coin-operated equipment industry. Your dedication to and love for the coin-operated industry is complete -- and contagious. I hope you will continue to carry the banner for the many things you know will better the life of everyone in the industry.

Keep up the good work.

Kindest regards.

Sincerely yours,

ROCK-OLA MANUFACTURING CORPORATION

E. G. Doris
Executive Vice President

EGD:hrb

★ ★ ★ ★ ★ ★ ★ ★

Oh, Say, Can You See— Video Games?

The video games have earned themselves a niche in the product future of the industry. Even tho solid state was beginning to slowly infiltrate the mechanical composition of the industry, the video games speeded up this process. Some old line operators, distributors and manufacturers stood by, even after the video games enjoyed their first big boom in '72 and '73, and cynically watched to see where this new division of the amusement field was going. The first video games appeared in the '60s. Many watched these being operated in Florida.

The confusion of "who are these manufacturers?" and "why don't they make themselves better known to the industry?" is gradually fading away. Now that the big flush of first successes are beginning to dissipate, to settle down, the industry is becoming better acquainted with the new builders of this unique amusement. Just as happened in the early '30s when new pinball makers popped up at the rate of almost one every hour, after a few years the pinball field settled down and new factories appeared out of the tumultuous confusion. So it is with the video games field today.

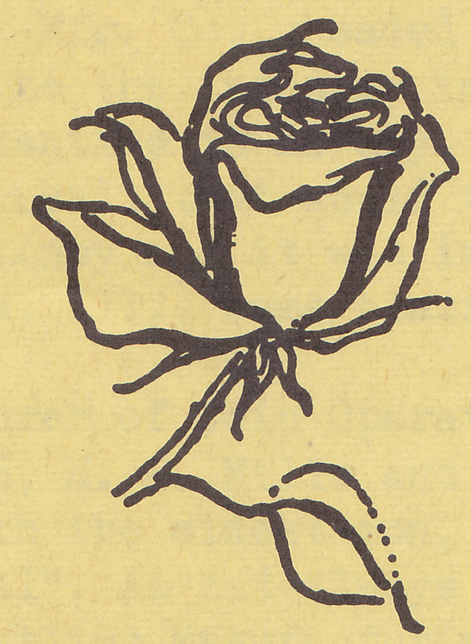
What is most interesting is the announcement by one of the video game manufacturers, perhaps because he can see the dust settling, that he plans to go deeper into research and development of the "traditional amusements" of this industry. This can lead to solid state pinball, pool, slots, bowlers, shuffles, arcade machines, in fact, every type of amusement, even a new kind of jukebox and vending machine. Nothing is impossible. Microminiaturization plus self-atom-powered products are yet ahead. Computerized operating of entire routes is a certainty in the not too distant future. It may be these first solid state video game manufacturers who may have opened the new path.

Naturally, some of these first video game makers, like so many of the first pinball manufacturers, will fall by the wayside as more necessary complex manufacturing techniques come into being creating the need for greater financial resources. The same thing happened when pinball went electric. So far, history has been repeating itself but, who is there with the glowing crystal ball to foresee what can develop during the second half of this decade?

Sales of video games, unless completely new and revolutionary changes come into being, are slowing down. This, too, is only natural. Furthermore, it's a very good sign, since it is indicative of wide coverage. A used market, due to trade-ins, has also come into being. Quotations are being heard from all over the country. Which means a new division of amusements has begun to gain greater recognition. This should, as history repeats itself, obtain solidity for some of these factories.

Solid state. And what such sophisticated electronics can do for the entire industry in the years ahead has now come under deep tho't of the knowledgeable and long experienced. Have the video games opened the door to an entirely new and different industry? (What do you think?)

In action during the 5 weeks 2nd Annual Greater New Orleans Team Foosball Championships at Ponchartrain Beach Amusement Park. Top picture shows Bob Kaiser of Mirco and Ralph Lally of Operators Sales, New Orleans, La., sponsors of the tournament with this year's winners. If ever a picture most clearly depicted player concentration on a game it's the lower picture. This picture was taken during the final, championship match. Note the youthful, college crowd surrounding the players and the fact the players, too, are of the same youthful college crowd.



Pictorial History

1935 ~ Part Two

Leo Berman's "Bingo" pinball game was the very first of the modern type games that came to market. It was out for just a few months when Dave Gottlieb sued for infringment and won. "Bingo" no longer existed, nor was Leo Berman heard from again. Now Dave Gottlieb quickly followed with "Baffle Ball". He began to circularize the people he'd sold his "Grip Tester" and his little factory on North Paulina Street in Chicago, Ill., became a very busy plant. Bill and Jack Keeney and their dad operated on the southwest side of Chicago. They were among the first to try out "Baffle Ball". Jack Keeney went wild over the game. This led to the creation of J. H. Keeney & Co.,Inc. on Chicago's southwest side. Bill Keeney went his own way as a slot machine operator. Jack Keeney now built "Baffle Ball" under license from D. Gottlieb & Co.

In the meantime on the north side of Chicago a young man who had come up from wrapping punchboards to manufacturing them with the help of printers Charley Weldt and Tim Linehan found he, too, could sell "Baffle Ball" to his list of salesboard customers. He was Raymond Theodore Moloney. But now Dave Gottlieb had orders pouring in from all over the country and was doling out his daily production. This caused Ray T. Moloney to open his own factory on Erie Street in Chicago. The first highly colorful pinball he created he named after a magazine of that era that had zoomed into overnight popularity, "Ballyhoo". He followed thru by naming his factory, Bally Manufacturing Co. This happened as 1930 waned and the success of "Ballyhoo" became a song at the convention early in 1931, "What'll we do in '32, play 'Ballyhoo'."

By the spring of '32, pinball factories sprouted like weeds all over Chicago as well as from coast to coast. Howard Peo of Rochester,N.Y., who had given the industry the most popular, biggest selling counter game of all time, "Whirlwind", which had brought into being over 50 imitators thruout the world, built a game called, "Hi-Ball". Very large size pin-

ball games were also popular. Aaron Goldsmith and Sam Mantell of Baltimore, Md., were successful with a large sized pinball. On the west coast, in Los Angeles, Calif., a new firm came into being, Pacific Amusement Mfg. Co., headed by Fred C. McClellan whose engineer, Harry Williams, would rev olutionize the industry in 1933 with "Contact", the very first electrical pinball game. In the meantime in Albany, N.Y., the Seiden brothers were at work on an automatic one-shot payout pinball that would turn the entire pinball field around in 1934 after they sold it to Ray Moloney and it was introduced as "Bally Rocket". The Stoner brothers, Ted and Harry, of Aurora, Ill., came blazing into the field in 1933.

"The World's Largest Manufacturer of Coin Operated Machines", one of the very first manufacturers, established in 1886, H. S. Mills and his Mills Novelty Company of Chicago, now captained by his four sons with the eldest son, Fred Mills, as president, entered into pinball in '32 with "Mills Official". As had always been the case in past years, Mills was followed by Tom Watling and his Watling Manufacturing Co. of Chicago who, a few years later, built his one and only pinball, a square type game he called, "Profit Sharing Pin Game". The original square type game was built in Youngstown, O., and another built in smaller size by Richards Manufacturing Co., Winooski, Vt. Over on Jackson Blvd. in Chicago, a young man who was attracting much attention with his "slot fronts", his "Lo-Boy Scale" and his great counter games, David C. Rockola, built his first pinball, "Juggle Ball", which he quickly followed with "Wings" and then the greatest pinballs of the '30s, "Jigsaw" and "World Series". This brought about the purchase of the huge Gulbransen Piano factory and the creation of Rock-Ola Manufacturing Corp.

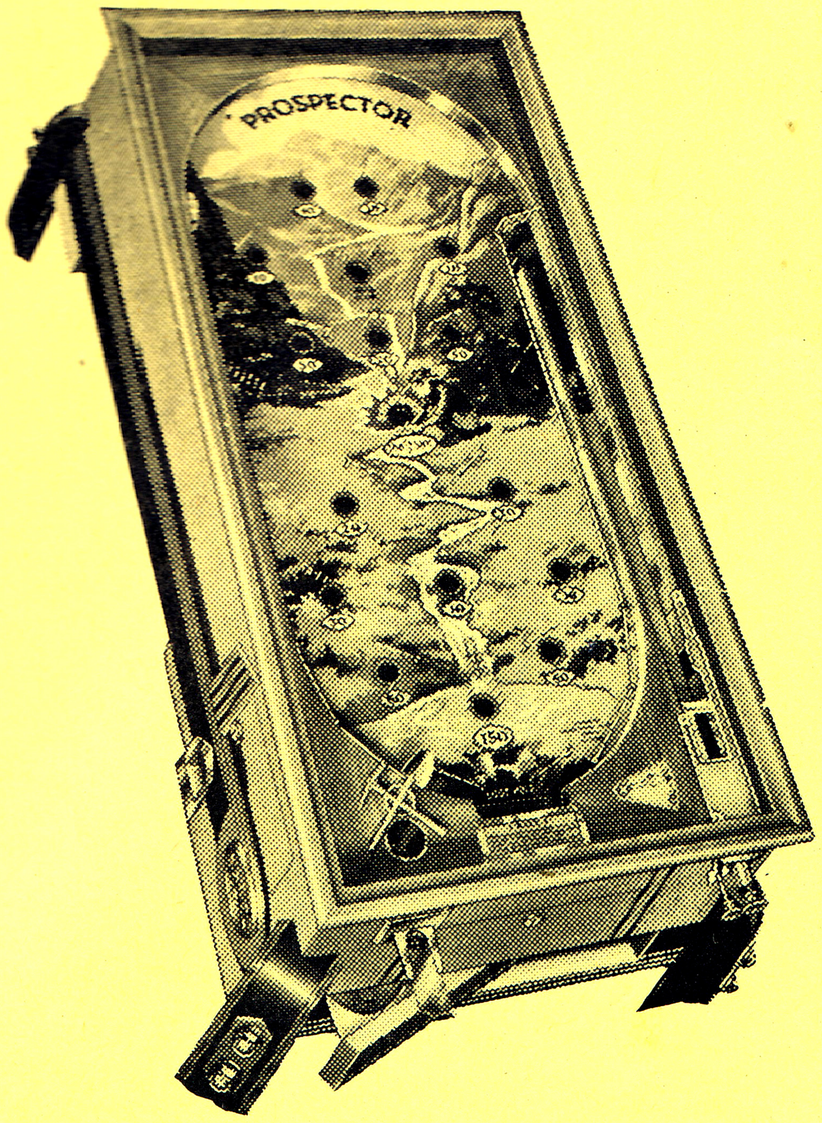
Also on the north side of Chicago, on North Ashland Avenue, was the factory of Louis W. Gensburg, L. W. Gensburg & Co., who was competing with Japan making tiny toys to fit into the tremendously popular box of "Cracker Jack". Lou Gensburg was doing very well on his own when his brother, David Gensburg, came in from Pittsburgh, Pa., where he had been sold a 5¢ Hershey candy bar single column vender operation. He'd purchased and operated a counter game and found that one counter game produced more profit than his candy vender operation. He now marched into Lou Gensburg's factory with an imitation of Howard Peo's "Whirlwind" featuring 3 playing faces, actually 3 games in 1, which he later called "Genco Hearts". It was a mild success. But Dave Gensburg sensed the tremendous future of pinball and convinced his brother, Lou, to build their first game, "Jiggers". Now youngest brother, Myer Gensburg, was brought in from Pittsburgh and Genco Manufacturing Co. was born to produce one successful pinball after the other right up to War II when the trio left the industry very rich men.

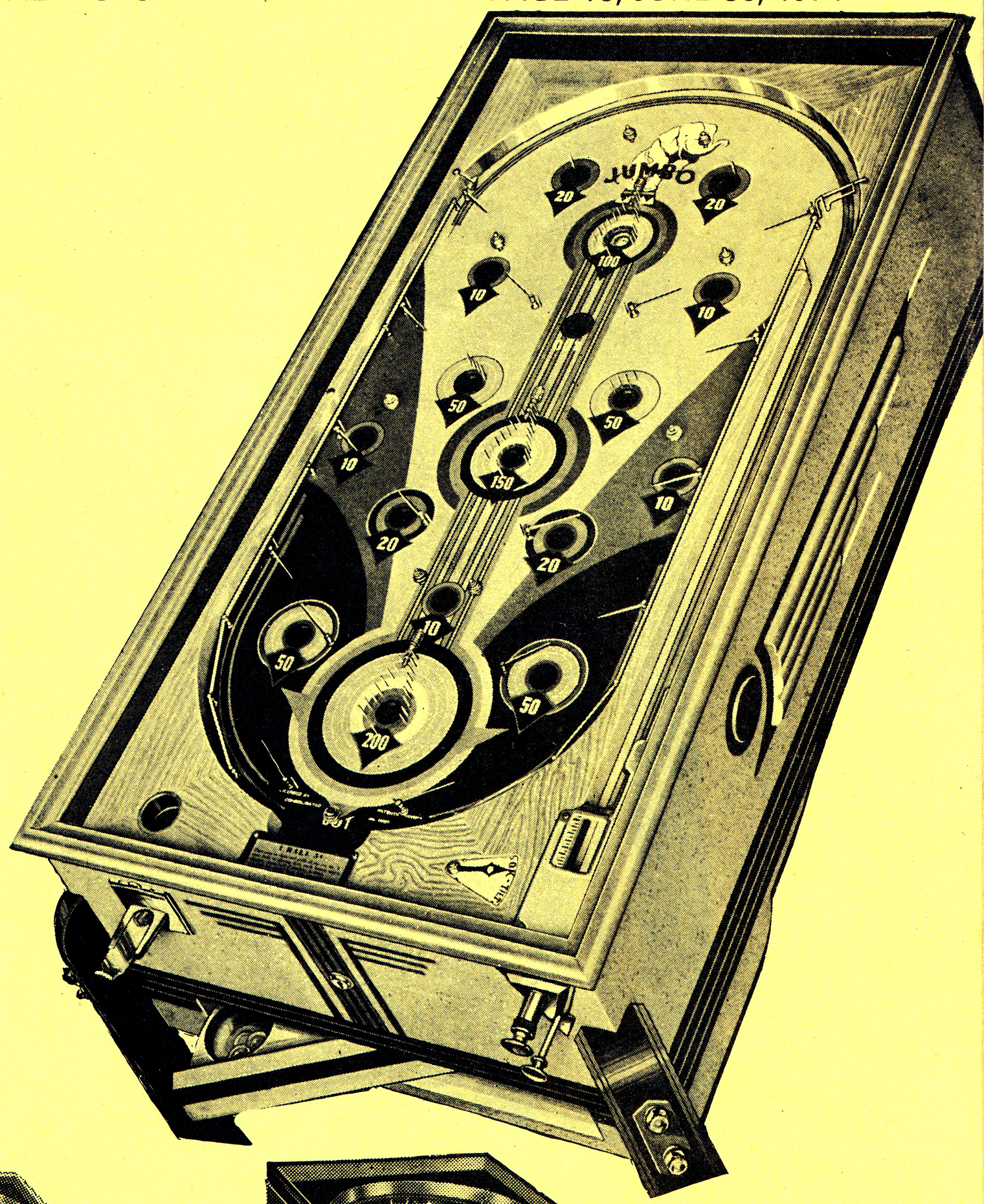
There was Chicago Coin Machine Co. at 2200 N. Western Ave., jobbers of coin machines, headed by Samuel Wolberg. His brother-in-law, Samuel Gensburg, entered into the business with him. They soon stopped jobbing and became manufacturers. Their first successful pinball was "Beam Lite". Albert S. Douglis and David Helfenbein, who had been partners since their cigar making days in Hutchinson, Kans., and who had built some of the very best selling counter games under the name, Daval Manufacturing Co., Chicago, like the "Daval Vendor", "Chicago Club House" and "Penny Pack", also entered into the booming pinball field with "American Beauty". One big surprise entrant into pinball manufacture a few years later was O.D.Jennings, one of the top slot machine makers with "Sportsman".

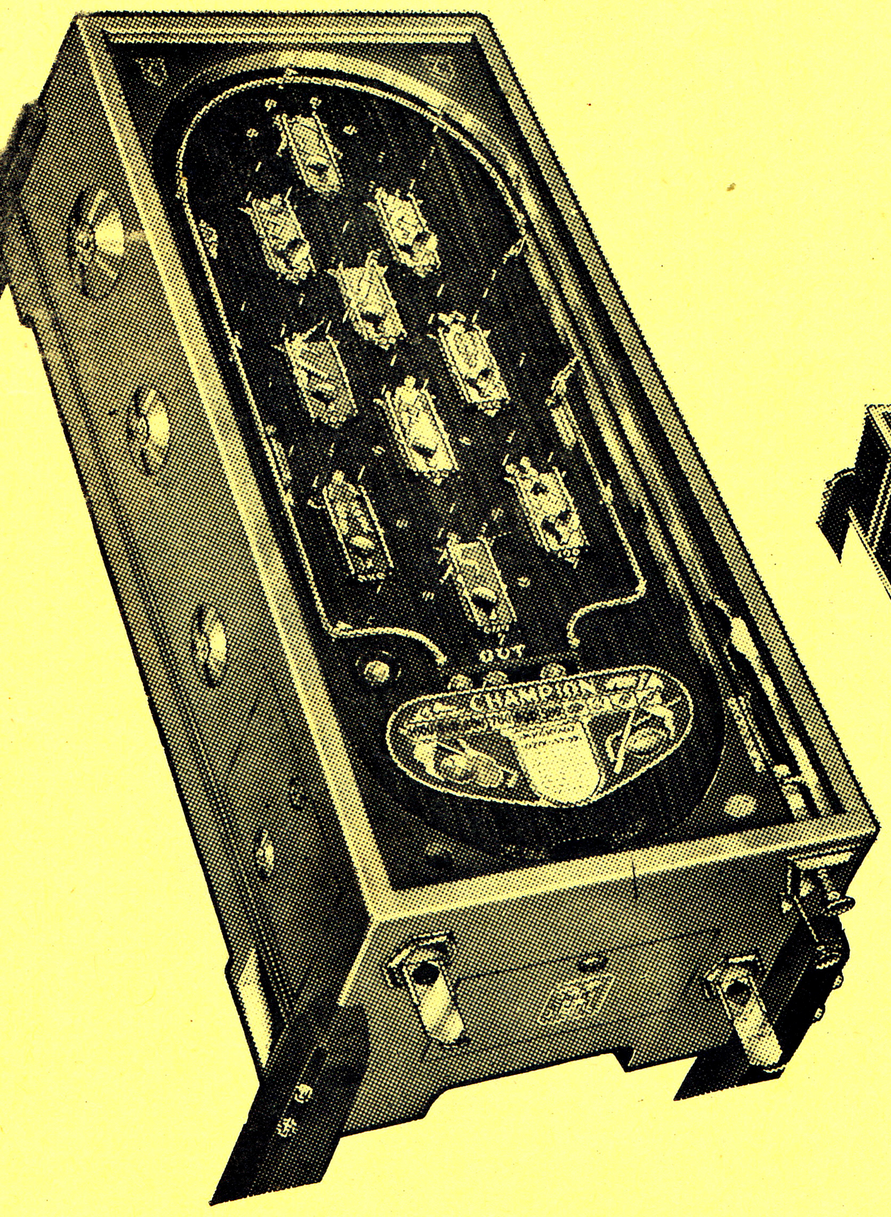
For four hectic, booming years, from 1931 thru 1934, it seemed pinball manufacturers popped up every week. The greater majority built one or two games and that was it. All did add something to pinball. By the end of 1934 the field began to settle down. The air was clearing. Certain manufacturers were destined to remain in business. The year 1935 proved to be one rough crucible for manufacturing.

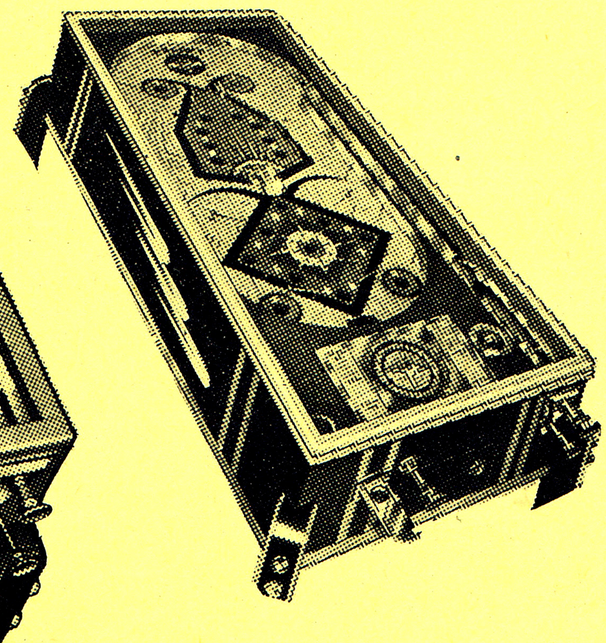
"Part One" of this "Pictorial History" edition of "Marketplace" was exciting for the fact it showed how the game of pinball had evolved into electrical development and what electricity coupled with Standard Mfg. Co. and its "power pak" were doing for the industry. Just as sophisticated electronics of the '60s developed into solid state electronics in the '70s and the changes this has wrought. "Part Two" will bring into sharp focus many more pinball developments of 1935 to be culminated into the following issue of "Marketplace" in "Part Three" of "Pictorial History" for that great and eventful year of change, 1935.

One of the very finest pay tables ever produced was Bally's "Red Arrow". It is shown here in largest possible size so that all who entered into the industry after 1935 can get an idea of the play field action and the lineup of the winning holes. Only wish we could reproduce this game in full color to give you some idea of its 'flash'.





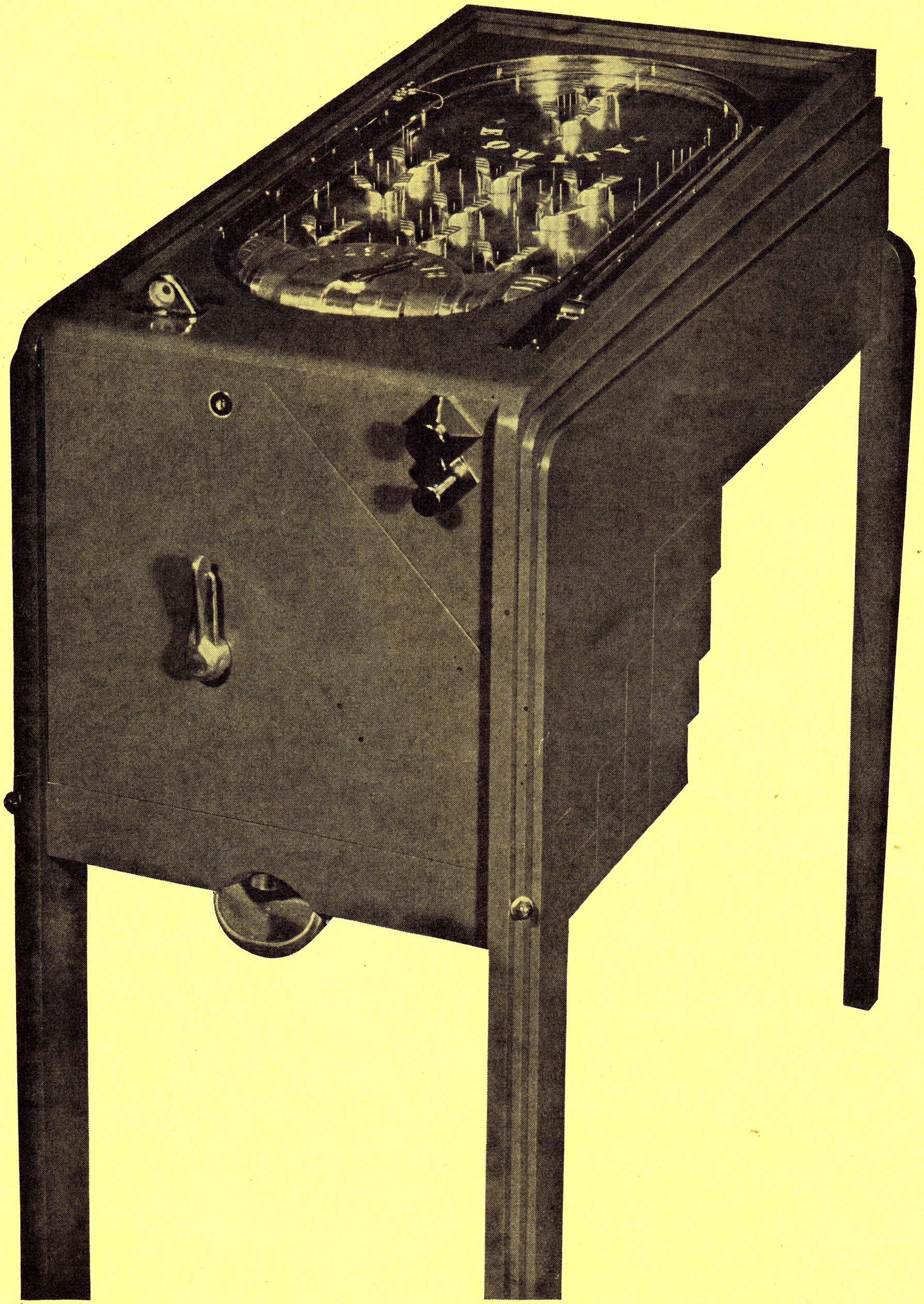




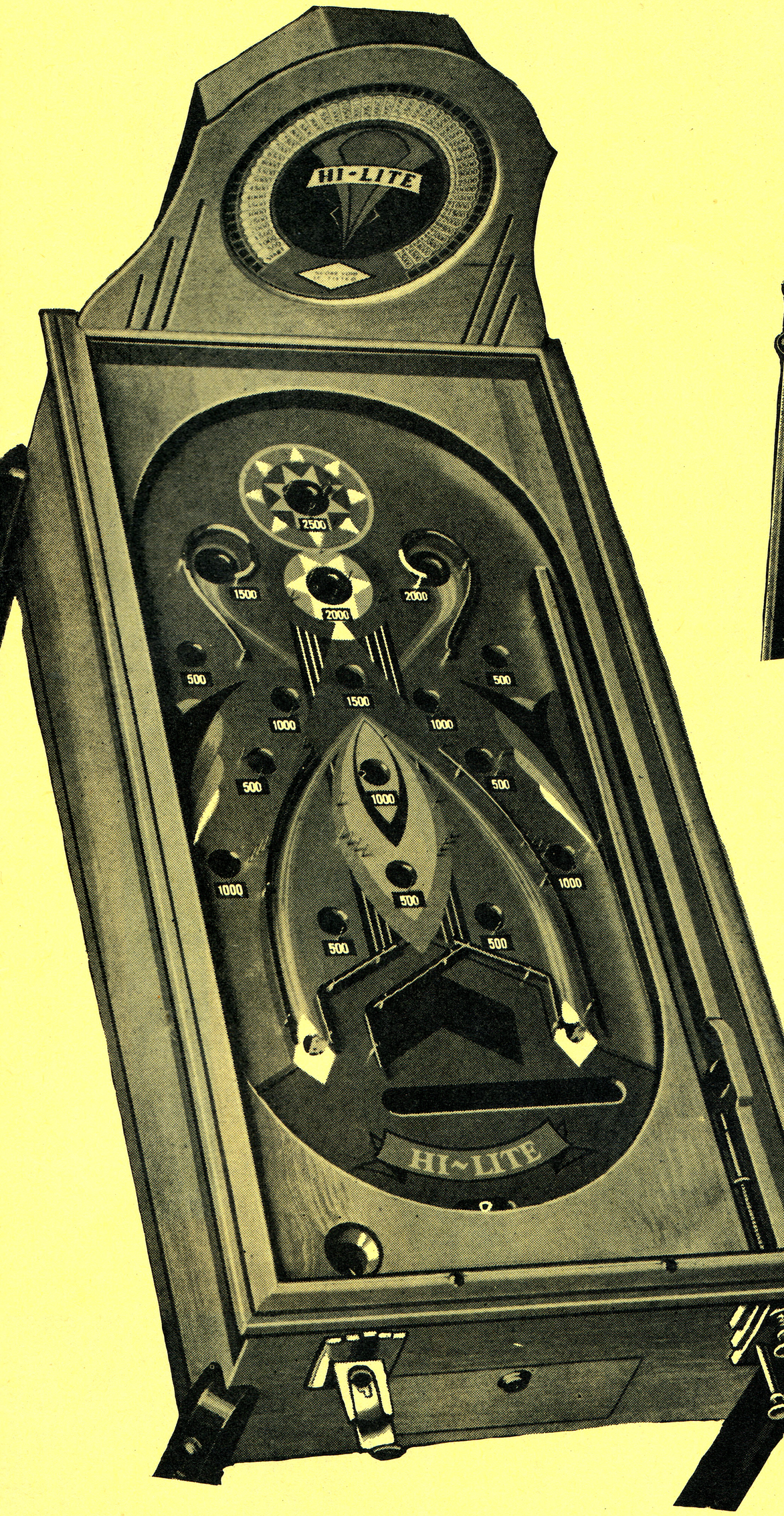
Model A Has Both AUTOMATIC PAYOUT and TICKET UNIT in One Machine. $99.50
Model B Has AUTOMATIO PAYOUT but no Ticket Unit $94.50
Model C No Payout, No Ticket Unit. $49.50
Check Separator on Models A and B, $5.00 Extra.
1/3 with Order, Balance C. O. D., F. O. B. Chicago.

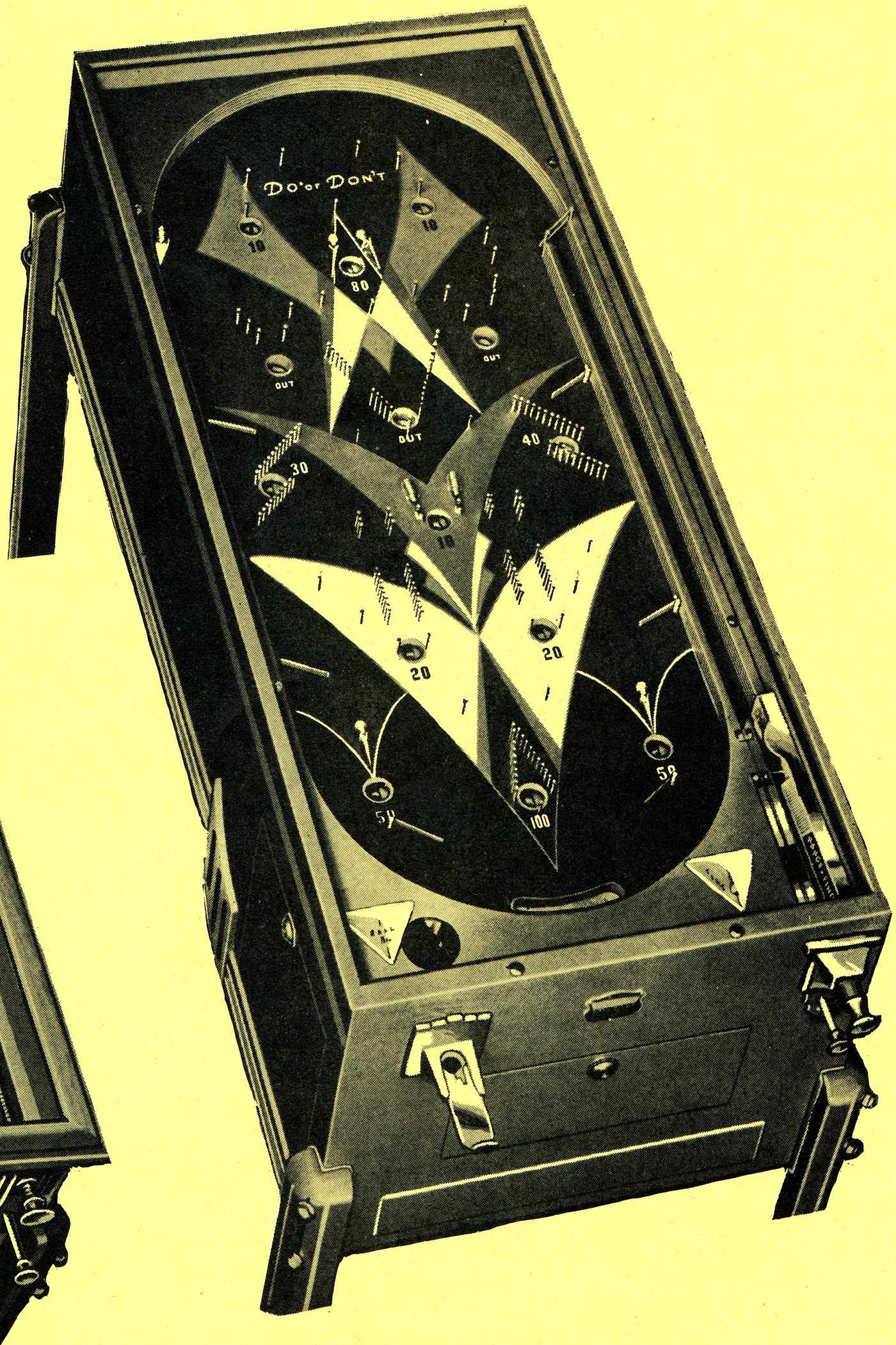
More Bally pay tables. The great 1-Ball "Jumbo" was one of the most outstanding hits of 1935. Over to the top left, a game all old timers will recall, Bally Prospector. Below that is the very outstanding Bally Champion. The small game shown is a straight pinball, "Frisky". And to the bottom right, "Traffic", which could be had as a Ticket Payout at $99.50, Automatic Payout at $94.50 and as a Straight Pinball at $49.50. You can forget it if, for even a fraction of a moment, you tho't Ray T. Moloney and his Bally organization rested on their laurels after bringing "Rocket" to the field. The above games give some idea of how fast Bally moved along to ever greater successes.

Mills "Pearl Harbor" is still mentioned in conversations among old timers to this day. Not only one of the most colorful games ever built, but so beautifully arranged that at 1-Shot 5¢ the action of the ball seemed like a 10-shot game. To this day Mills Pearl Harbor can be found in the hands of collectors who still enjoy its play action. Pearl Harbor was one of Mills Novelty Company's greatest 1935 games. (We showed a very small picture of "Pearl Harbor" in "Part One" but, because of many requests, now produce this much larger picture.)

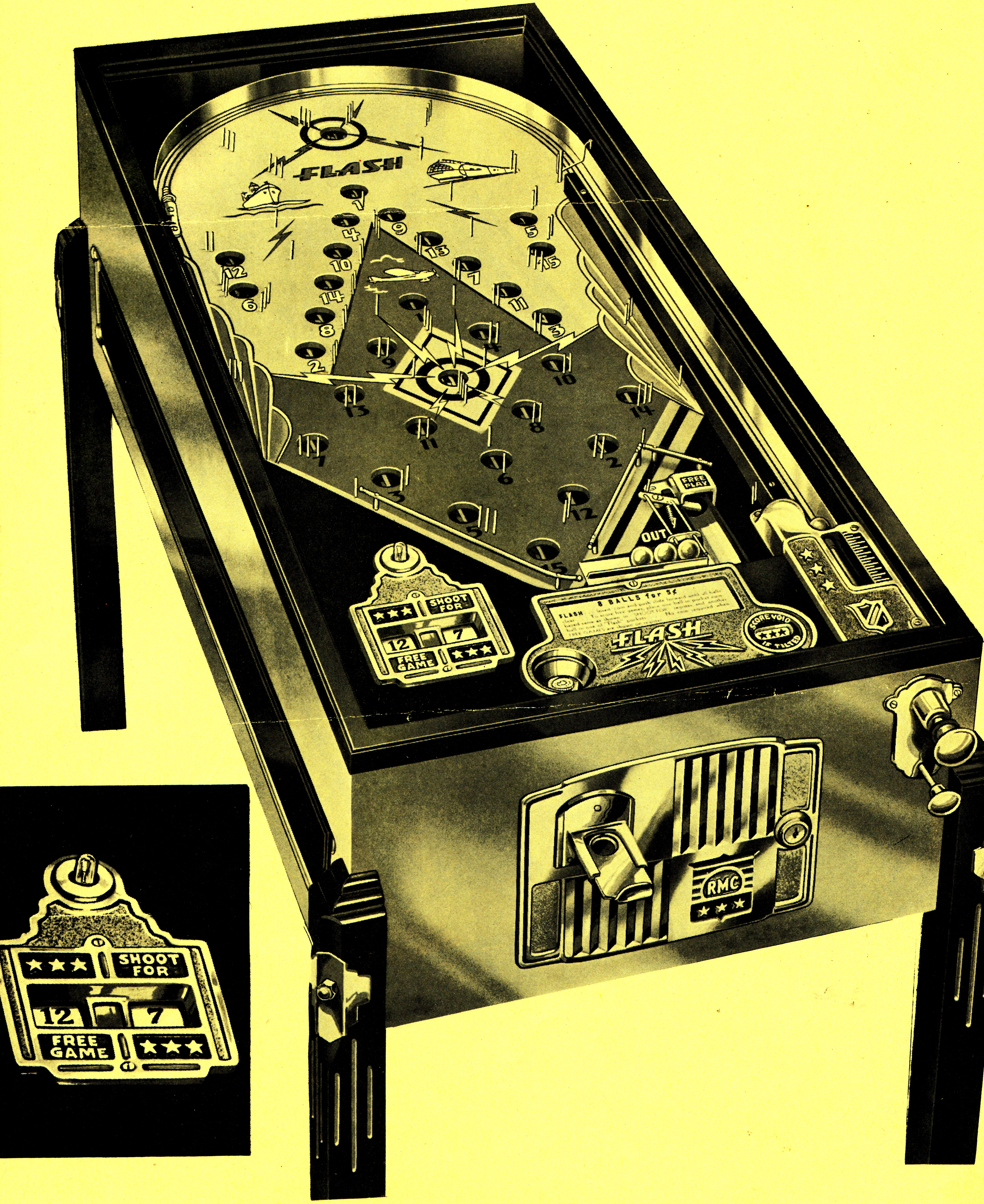


"Mills Equity" was shown at the big Mills Novelty Company plant at 4100 W. Fullerton Avenue in Chicago late in 1935. It was officially introduced to all the trade at the big convention in January of 1936. So many who saw "Equity" at the Mills' factory ordered it long before 1936 so that this game was in operation in 1935 while sales continued all during 1936. The play field was unique, featuring an arrow under glass which created much player interest. It was, without any doubt as Ralph Mills told us, "One of the greatest we've yet built."



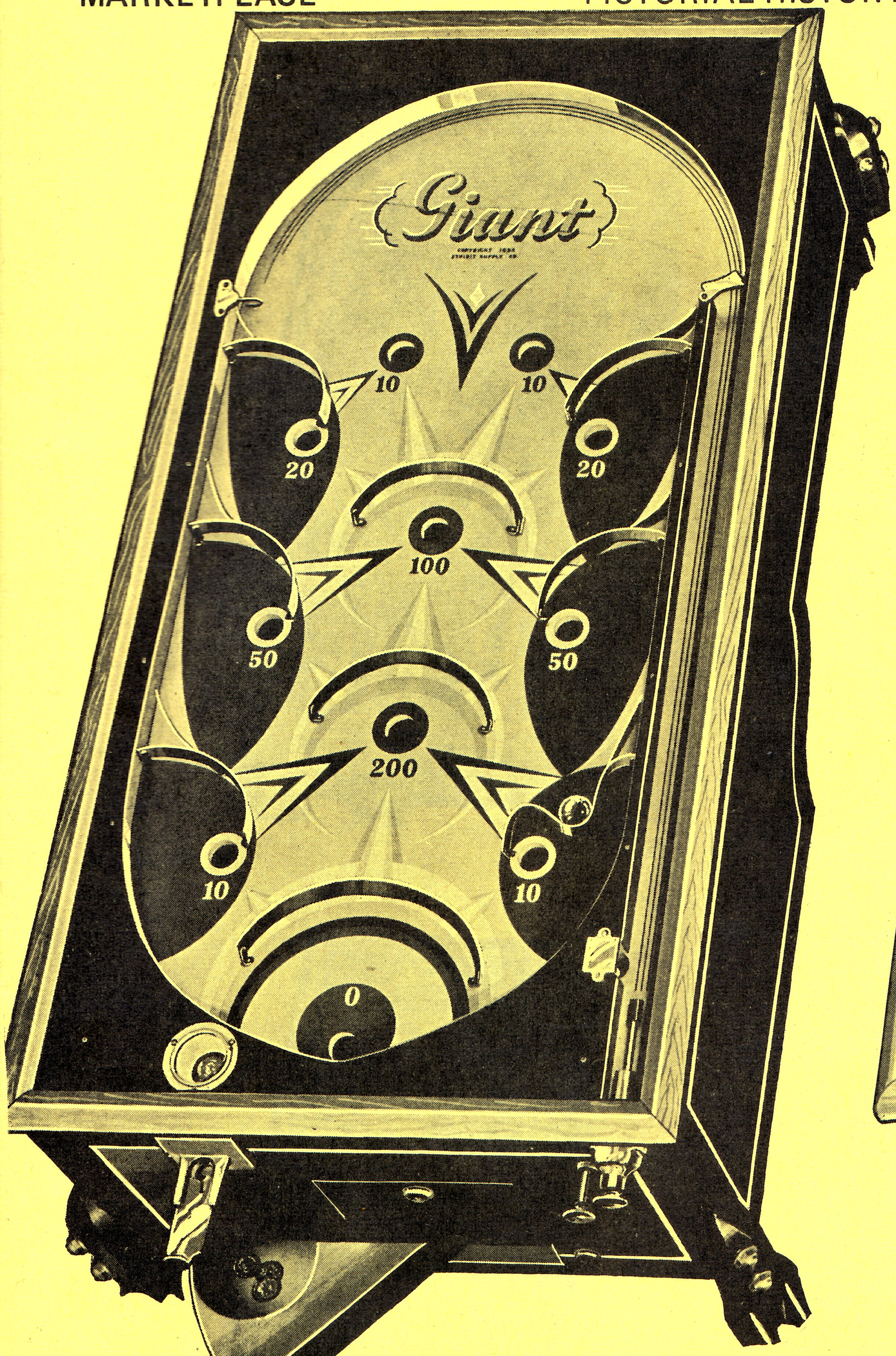


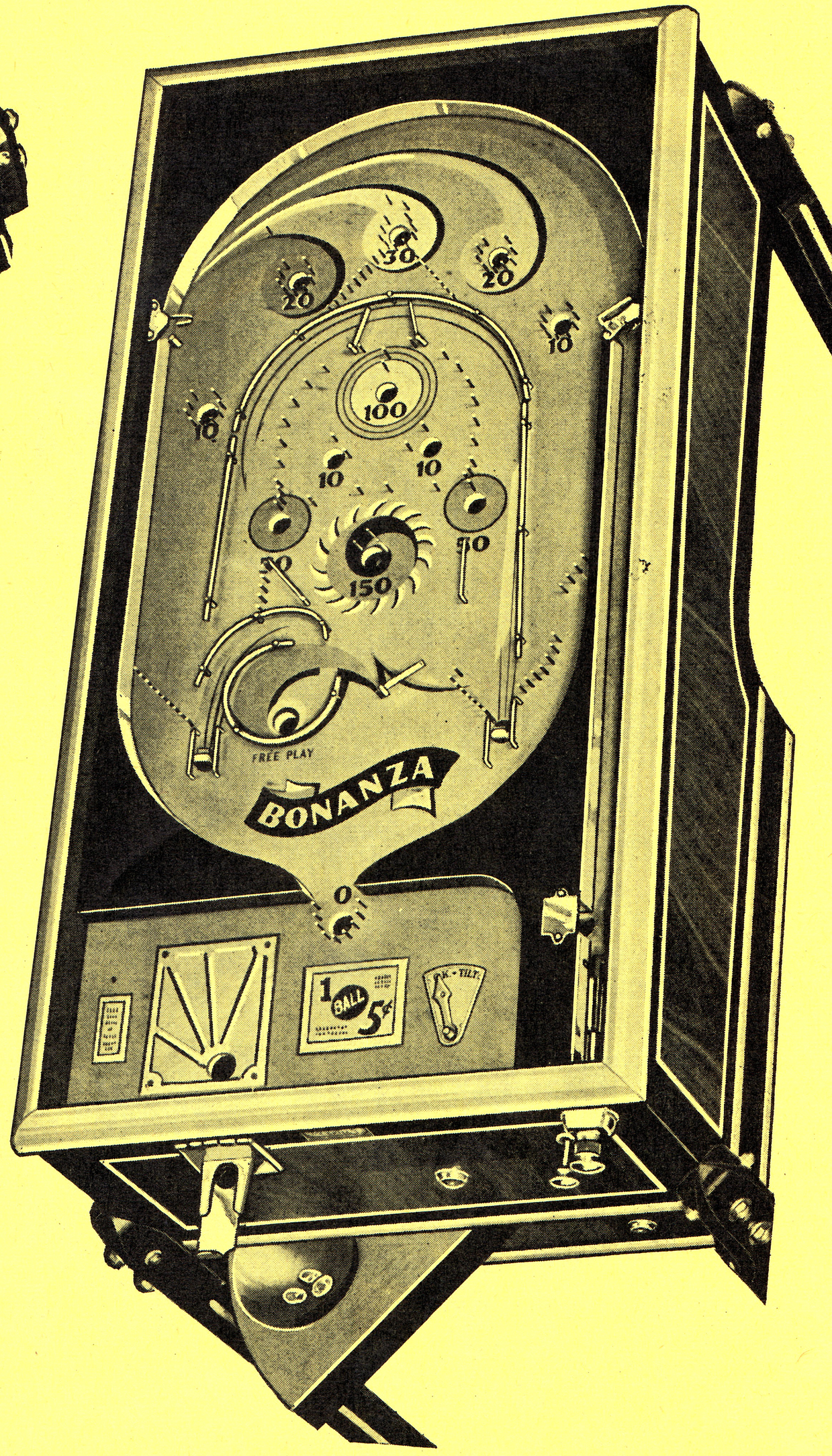
Former pro football player, Jimmy Johnson, bought the old Western Piano Co. factory at 850 W. Blackhawk Street in Chicago and converted it into Western Equipment & Supply Company. Jimmy brought the industry some of its greatest innovations. Here, in 1935, he came up with the first Totalizer game, "Hi-Lite", which was also his first straight pinball priced $10 over the average game on the market at $49.50 and worth it. Jimmy, himself, was the most enthusiastic demonstrator of this game with what he called, "The magic total light." Right alongside is "Do or Don't" another great Western 1-Ball payout. This was Jimmy's followup to his most sensational, "Put 'n' Take". The game sold for just $77.50, check separator $5 extra. (Like so many others, we've always wondered what great, new ideas Jimmy Johnson would have brought to this field if he would have remained in the games manufacturing business.)

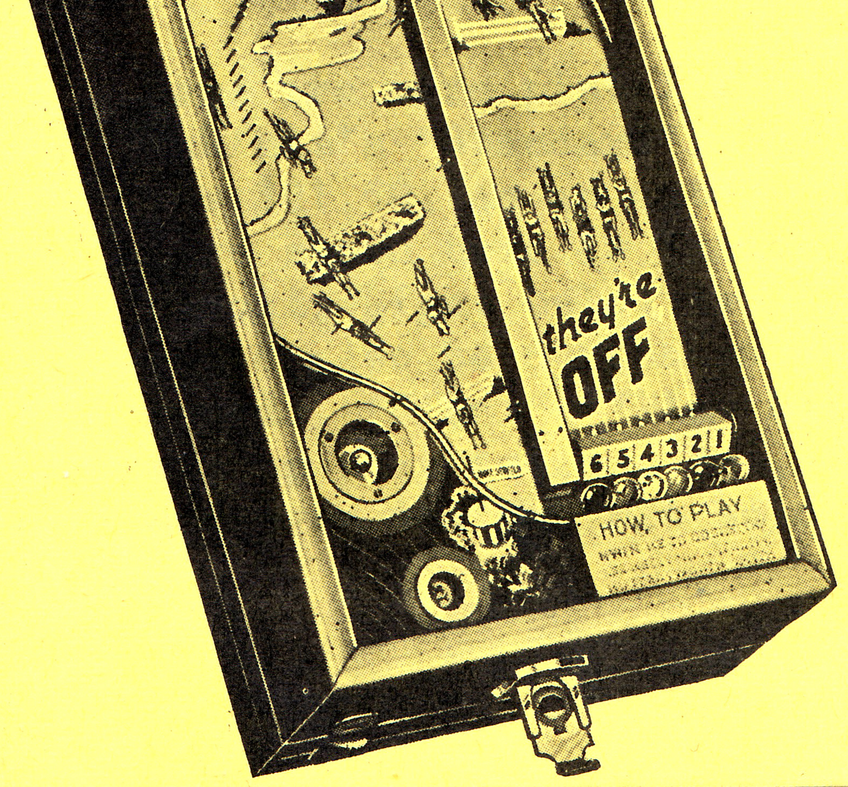


"Flash" was one of the most ingenious games built by Dave Rockola. 8 balls 5¢ with a most unique free game register with flashing electric light and a ringing bell. It was priced at $67.50. A very great game for the money. A Rock-Ola winner.

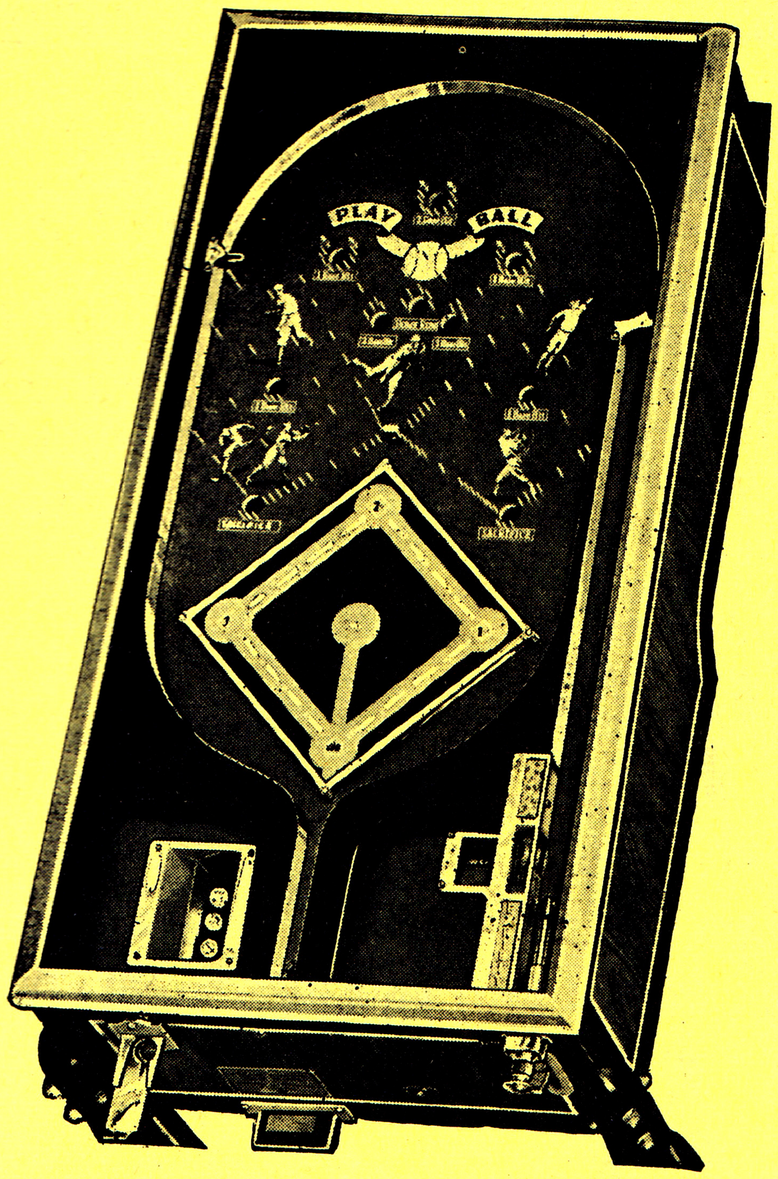
"Big Game" was Rock'Ola's first all-electric light-up 10 balls for 5¢ pinball. "Big Game" brought a new angle into being in 1935 - sound effects - that intrigued operators as well as the players. And priced at only $44.50 "Big Game" was one best buy.

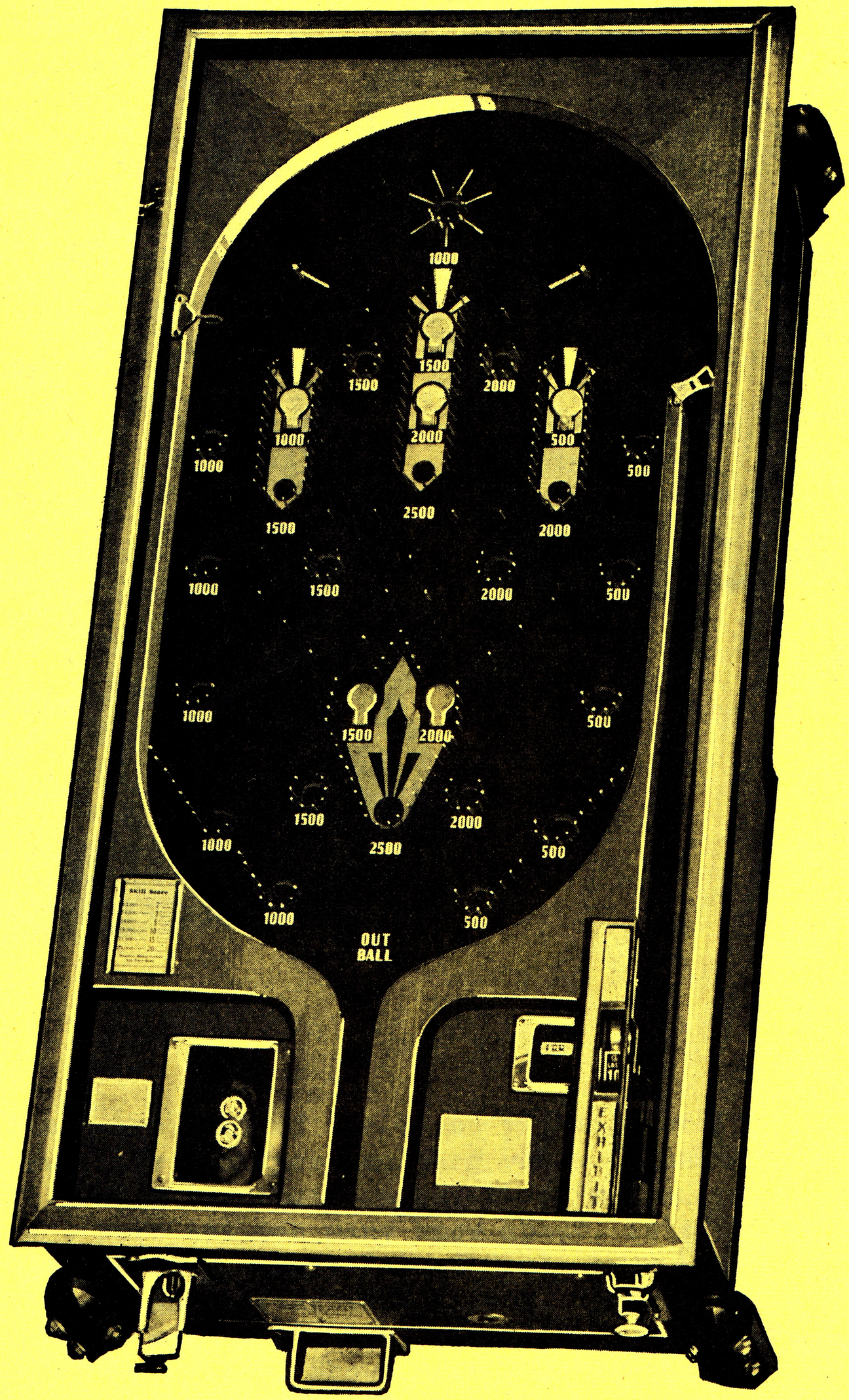


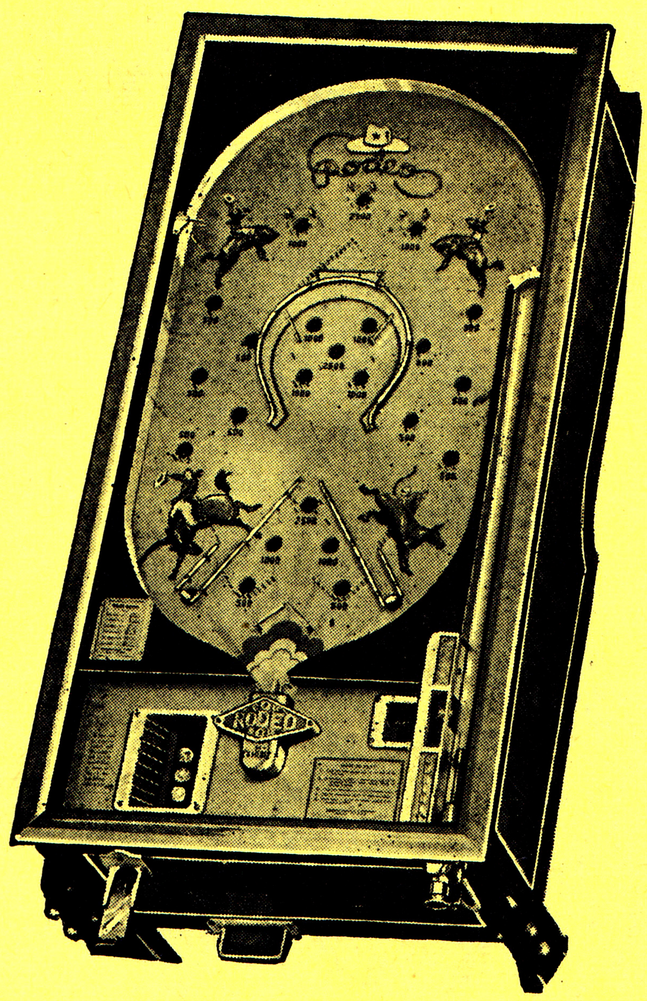




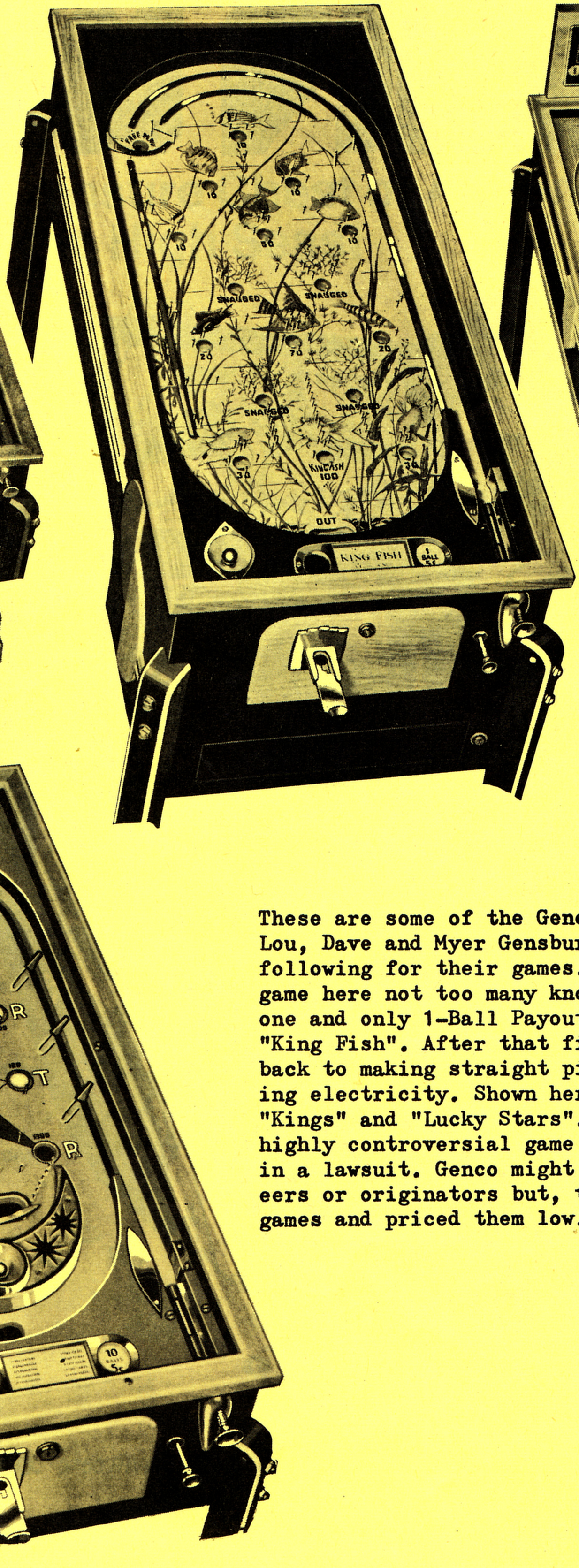
The late J. Frank Myer and his Exhibit Supply Co.,Chicago, was one of the top manufacturers of arcade machines in the '30s. With the help of Claude Kirk he blossomed forth into the pinball field and created a sensation with his ticket payout games. Bonanza, which was priced at $21.50 as a "replacement board", $97.50 as a complete ticket or 10-ball payout and $72.50 was a 1-Ball payout was really a bargain. Then there's "Giant" which could be had as a 1-Ball payout at $89.50 or a 1-Ball ticket payout at $97.50. Then the counter pinball game, "They're Off", which featured 6 toy horses speeding around the track. Truly a radical yet, a very highly successful changeover for an arcade machine manufacturer. (In fact, that same year of 1935, J. Frank Myer came up with a semi-automatic 10 record phonograph.)

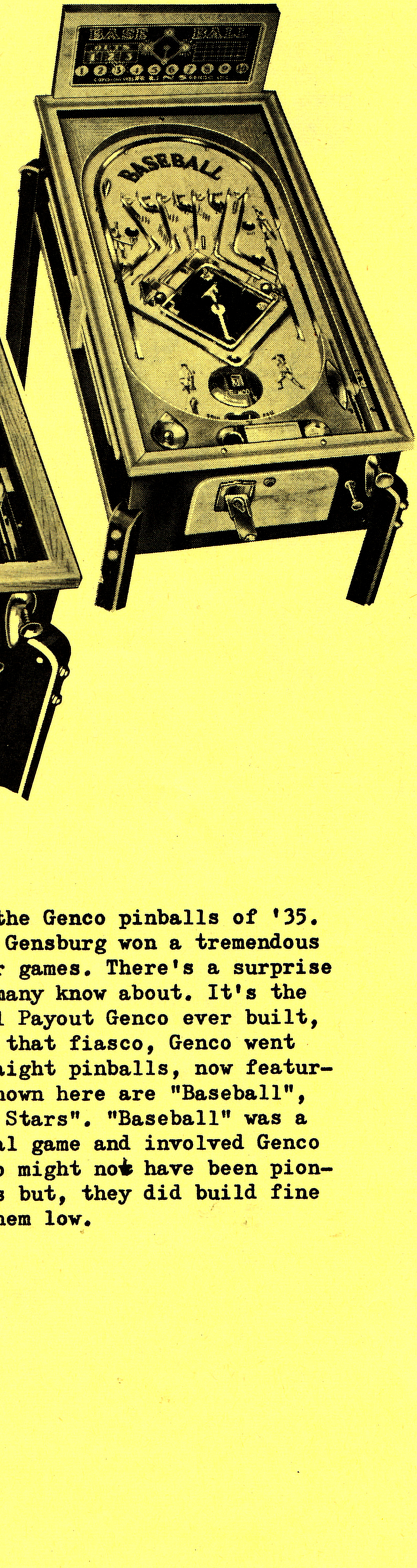






Here are more pinballs of Exhibit Supply Company, Chicago. The big game shown here was Exhibit's "Standard". The replacement board to fit other Exhibit cabinets could be had for $21.50. As an automatic 5-ball payout or as a ticket payout the price was $97.50. Also shown here is Exhibit's "Play Ball", either a 10-ball payout or a 10-ball ticket payout. Right below is "Rodeo", Exhibit's No. 3 replacement board which, of course, could also be purchased as a complete game and, after play tapered off, replacement boards, "Giant", "Play Ball", "Bonanza", could be purchased at $21.50 each to again pep up play action. Yet, for some unknown reason, even after a great initial success, and even tho Exhibit sold hundreds of replacement play boards, this never worked out.





These are some of the Genco pinballs of '35. Lou, Dave and Myer Gensburg won a tremendous following for their games. There's a surprise game here not too many know about. It's the one and only 1-Ball Payout Genco ever built, "King Fish". After that fiasco, Genco went back to making straight pinballs, now featuring electricity. Shown here are "Baseball", "Kings" and "Lucky Stars". "Baseball" was a highly controversial game and involved Genco in a lawsuit. Genco might not have been pioneers or originators but, they did build fine games and priced them low.

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A Treasure Chest of Action on the High Seas!

Two-coin game; variable coinage.
One or two can play.
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Realistic rolling-sea, rocking-boat feeling challenges player skills.
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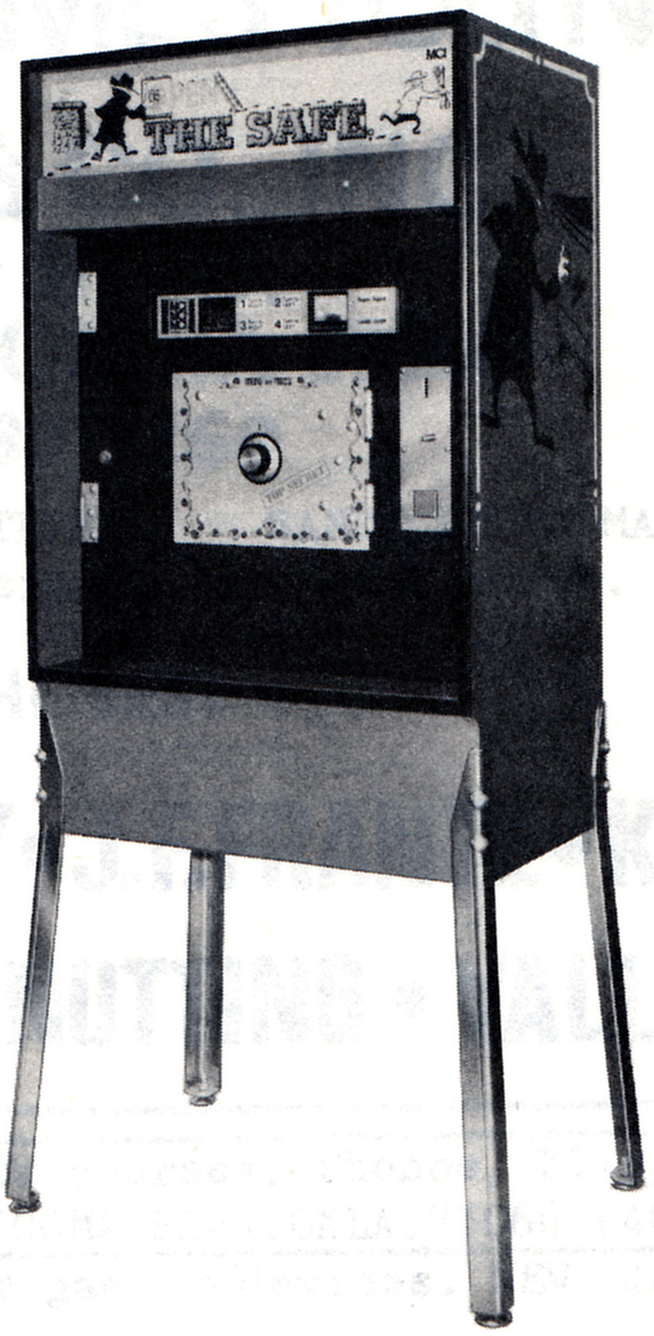
MISSION TIPS: Turn THE SAFE dial until the electronic Tumbler Sensor jumps and a beep sounds. A buzzer signals a missed number or wrong turn. Ticking sounds and rotating lights set the mission tempo. Your mission is successful when THE SAFE door springs open and a siren wails.

ADJUSTMENTS AND SERVICE: All components and game adjustments can be serviced, on location, from the front of the game. Both the game time and difficulty settings are easily done.



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What's News?

Time for all engaged in this industry to turn their faces up to the warming sun. To forget the trauma of this past cold, bleak winter. To get back to work. Work harder than hard. Work so hard to develop, to build, to better, all false fears will disappear. This is a new kind of ball game. A game of many changes. Yet, based on the most solid, most rock-hard foundation in all the history of this industry. For example, there are, today, more machines of more kinds on more locations bringing in more income than has ever been known in the memory of any engaged in this most rewarding field of economical entertainment, merchandising, service. This isn't the time to quake, shake, fear fear. This is the time to go ahead. To get ahead. To build a better, more solid, stronger business. To revitalize. To change with the necessary changes. To be intelligently venturesome. To look to the future with optimism. To have faith, belief, fortitude, endurance, strength. To be wiser, stronger, greater. Because this can be your very greatest year for tomorrow.

Sing out "Happy Birthday" to: R.L.McCormick, Indianapolis,Ind.; E.H.Griggs, Columbia, Tenn.; E.H.Stockham, Bloomingdale,Mich.; June Sapp, Rockford,Ill.; Don Parsley, Colo. Sprgs.,Colo.; Frank Negri, Denver,Colo.; Joe Tehan, Natick,Mass.; Don Miller, Grand Rpds, Mich.; Ed Elum, Massillon,O.; Clarence Court, Galion,O.; Cecil Bottger, Keokuk, Ia.; Frank Cash, Pueblo,Colo.; Al Phinney, Salina,Kans.; Paul O'Brien, Red Creek, N.Y.; Don Kiser, Durango,Colo.; Gus Pantelopoulos, Boulder,Colo.; Ben Chicofsky, Forest Hills,N.Y.; Wesley Pearce, Rubidoux,Cal.; Harry Weko, Huntingdon,Pa.; Lloyd Cruze, Evansville,Ind.; Peter Tabb, Miami,Fla.; Charley Cox, Hapeville,Ga.; Pete Culotta, Balto,Md.; Bob Kerley, Carson City,Nev.; Phil Weinberg, Dallas,Tex.; Arnie Taksen, Harrisburg,Pa.

Would you like to have both conventions run same days in same city? NAMA convention at McCormick Place in Chicago Oct. 17 thru 20. Ten days later, MOA convention at Hilton Hotel in Chicago, same city, Nov. 1 thru 3. Why not MOA convention in Chicago to open on Fri.,Oct. 18 thru Sun.,Oct. 20? What do you think? (Write today.)

Ross B. Scheer, Marketing Director of Bally Mfg.Corp., announced that Bally games, as well as Midway games, are now on permanent display in the National Air & Space Museum of the Smithsonian Institution, Washington,D.C., probably the world's most prestigious enterprise for the preservation of scientific, social and historic artifacts. Among the games displayed as representative of the "play" aspect of aviation and space exploration are Bally "Space Flight", "Target Zero", "Stunt Flyer" and Midway's "Flying Saucers".... Charles McEwan, President, Ramtek Corp., Sunnyvale,Cal., named Bob Jonesi, Product Mgr. Bob was formerly with Williams in Chicago. He is well known to many thruout the industry. McEwan also reported that Ramtek has sold over 10,000 video games these past 2 years. His goal is to "significantly expand sales by using our computer technology to develop coin machines that will compete on an equal basis with traditional coingames". Jonesi will be working on the firm's video game technology to more conventional coin machine amusements.

Attention, Mrs. Coin Machine America. Here are 6 questions we've been asking the wives of coinmen you, too, may want to answer. We plan to publish the answers in a forthcoming issue of "Marketplace". 1 - Do you like the late hours your husband is, many, many times, forced to keep? 2 - Do you fear sudden, adverse publicity about this industry affecting your family life and reflecting on your children? 3 - Aside from comfortable income do you believe this is a good business for your family's future? 4 - Can and do you mingle with all levels of society in your community without hearing any whispers or snide remarks about your husband's business? 6 - Do you dodge, evade, rather than tell those who ask what business your husband is engaged in? (Please, Mr. Operator, if you, like many others, feel your wife should answer these questions, just hand her this paragraph and let her do so by herself without any suggestions from anyone including yourself. Just be sure to give her a stamped envelope addressed to: Marketplace, 185 N. Wabash Ave., Chicago, Ill. 60601. Be sure she signs her name and address.)

What's News?

Very grand thanks to L.E. (Red) Holder, office mgr of LeStourgeon Dist., Charlotte,N.C., who sent us a copy of the old "Ampco" catalog that lists and pictures all the very first jukeboxes up thru '39. Can recall when the Wurlitzer distribs created this firm to export these old models out of the U.S. ... Wm. G. Nutting of Nutting Associates, Mtn View, Calif., sends color picture of his new video game, "Table Tennis", which is actually contained in a circular table and comes in 7 decorator colors. ... Not only is Cal Clifford of Cal's Coin College, Nicoma Pk.,Okla., training men to become coin machine mechanics but advises, "We can help you obtain good mechanics." (You can phone Cal at 405/769-5343) ... Sincerely hope to see the following wearing the beautiful "2000 Club" lapel pin: R.L.McCormick, Indianapolis, Ind., Gus Pantelopoulos, Boulder,Colo., Harry Weko, Huntingdon,Pa., Lloyd Cruze, Evansville, Ind., Charley Cox, Hapeville,Ga., Arnie Taksen, Harrisburg,Pa., Bob Kerley, Carson City, Nev. (Order from: Marketplace, 185 N.Wabash, Chicago, Ill. 60601 today at $5.50 each.) ... What's Johnny Frantz of J.F.Frantz Mfg.Co., Chicago, planning to build very soon?

Talk about the twists and turns of business today, Larry Berke, Midway's sales director, between long distance phone calls, conducting tours for visitors thru the very modern Midway plant, still finds a moment or two to come up with a report to brighten our news columns. "Here I am", Larry advises, "happy and satisfied with the great run we've had for 'Gangbusters' when the phone rings and, not mentioning any names, this guy yells for me to ship, but quick, 10 more 'Gangbusters'. I tell him nice and easy like, ain't no more 'Gangbusters' but", I add, "we got a new gun. So he hollers over the phone, 'So ship 10 of the new guns, quick, right away.' And hangs up. So", Larry concluded, "just to keep the record straight and since he didn't ask, the name of our new gun is 'Twin Pirate'." (Just goes to show, Larry, a Midway gun by any name is just as sweet.)

Noted widely syndicated labor writer, Victor Reisel, points out 100,000 jobs endangered by Oregon anti-litter non-returnable can and bottle law now that Senator Mark O. Hatfield (Rep.,Ore.) has intro'd Senate Bill 2062 to cover all the U.S. with same as Oregon law. Already Vermont has placed 5¢ mandatory deposit on all beer and soft drink containers. South Dakota law goes into effect July, 1976. Local laws like in Ann Arbor, Mich., Bowie, Md., other cities, also patterned on Oregon law. This KO's can and bottle venders. (Maybe, as published in "Interim News Report" (6/15/74 issue) politicos should also ask for laws against gum, candy and cigaret wrappers. These, too, litter. Or better still, why not really enforce existing litter laws and not put over 100,000 people in the U.S. out of work?)

Very sad to learn that George A. Miller has tendered his resignation to the Calif. Music Merchants Assn.,Oakland,Cal. (4/30/74) after 40 years of service to this organization as well as to all the automatic music industry. George was MOA's first president and was responsible for the early progress and growth of this national association. He never let up in his efforts to help all music operators in every possible fashion. Due to personal and health reasons, George reported, "I have to make this decision". Everyone engaged in the industry takes his hat off to the 40 dedicated years George A. Miller has given this industry. All in the industry certainly wish George a most healthy and very blessed retirement. He deserves the applause of every music operator in the nation.

Clipping from the "Action Line" column (Miami Herald, 5/28/74) featured Ron Rood of Orlando,Fla., and advises a questioner he can get the Wurlitzer he seeks from Ron who has 'em priced from $195 to $2130 without coin chutes. Ron's Southern Music Dist. Co., was top Wurlitzer distributor. ... Michael Busko of Fulton,N.Y., who knows all about tough times in the coinbiz and who is, today, holding his own regardless of constantly rising costs advises, "If all operators stopped giving profits away we could do much better." ...Art Anders of Tulsa,Okla., looks ahead to a very bright future for the industry. "In fact", Art writes, "the next 25 years are going to be better than the last 25."

What's News?

While Hymie Zorinsky, H.Z.Vending & Sales,Omaha,Neb., having problems with his property that city wants to turn into a mall, Hymie's son, Mayor Eddie Zorinsky of Omaha just given 89% approval for his efforts so far this year by Omaha's citizens as compared to 74% approval last year. ... Jules Olshein of Greco Bros.,Albany,N.Y., like so many others are now doing, sent us some old circulars of games that clicked long ago. Exhibit's "Skill Score", 2/4 player bumper pool with lighted backboard. Genco's "Official Skill Ball", skee bowler with lightup scoreboard. Photo of the grand "Box Score" rolldown with scoreboard. Any of these three would click today, especially at or near the price they sold for some 34 years ago. ... New, 1975 phonos to be shown earlier this year. One showing scheduled for Boston, Mass., right after Labor Day. Costs to go up about 10% and more in some cases. (Games pay for music?)

Warren Wolf, Los Angeles attorney, presented case for continued operation of pinball before the California Supreme Court. Leading coinmen reported optimistic over forthcoming decision. ... Gene Beley of Arcadia,Cal., urges we write "A History of the Coin Machine Industry" because, he believes, "It would be a valuable public relations book to give locations, city officials, educators and libraries." ... Mike Kogan of Taito Corp., Tokyo,Japan, writes, "Knowledge of history helps to make better decisions for the future. A history will not only help newly employed personnel to better understand the industry but will enhance the industry's prestige." ... As far as average Russky concerned, Pepsi fizzled its fizz. At 40 kopecks per bottle (55¢) Pepsi costs 3 kopecks more than Russia's most popular beer. Original cost was to be 15 kopecks (21¢) per bottle. Pepsi signed deal with Russians year ago to trade its concentrate for vodka and wine.

Interesting phone call from Fred Pollak from our old home state of New Jersey. Fred advises his interest in the coinbiz has been tremendously stimulated visiting with the young men who are taking over at leading firms from Maine to New Jersey. ... Say, wha' hoppen to Artie Daddis of Union,N.J.? ... Miami's Willie Blatt who will, in just two more months, be celebrating his 51st active year in the industry at age 76, had 'em all laughing in his office with his fantasy about a meeting of top mfrs in heaven telling how they learned, while on earth, what was doing in each other's plants. Concluding with statement by one noted mfr from his soft seat on a heavenly little cloud, "Oh, boy, if I'd known then what I know now, I wouldn't have worked so hard to get up here, you (expletive omitted) angel, you." ... Stand up and cheer for Paul Charles Calamari, Bally's salesmanager, who never, not even for a fraction of an instant, fails to answer all your statements with his now famous, "Good. Good. Good." (If you want to learn what we mean just pick up your phone and dial Paul at 312/267-6060. Good. Good. Good.)

Dr. David R. Rockola, Vice-Pres., Rock-Ola Mfg.Corp., Chicago, sent us a copy of Bob Lancaster's column in "The Philadelphia Inquirer" (5/24/74) titled, "Jukebox Decline Is Breaking Up Good Old Times" in which Lancaster goes on a nostalgic binge over his youthful association with jukeboxes. Dr. Rockola writes, "Altho I by no means agree with the writer's foregone conclusion that the jukebox is on the way out, I do like the very logical and human arguments which he uses to justify the existence of the jukebox as a unique and irreplaceable American institution."

When you get right down to the nitty-gritty and, regardless of car and gas cost, entire field overlooking value of roadmen. Especially right at this moment. Just flying into big city and using taxi to visit about, doesn't do the big job. The big job is to meet the operators in the smaller towns of the nation. Visit with them right in their own bailiwicks. Because that's where it's happening. That's where the changes are being made because of Old Lady Necessity. That's from where, due to the changes being made, like games being revamped, music being turned about, venders being overhauled, the new ideas are going to come from. It takes only a spark to ignite a forest fire. There's many a spark being flashed from many a small town that would excite and ignite the ingenuity of the knowledgeable to help zoom this industry into its biggest boom. (Get going. Get visiting. Get that boom booming again.)

What's News?

More small operators becoming moonlighters. Whereas many were of the belief moonlighters, holding daytime jobs or owning small businesses fading out of coinpicture due to high prices for equip't, reverse now happening. Still find factory execs, salesmen, mechanics, servicemen, moonlighting. Now being added to ranks of moonlighters, small operators who can't make out due to high prices + expenses. Hold onto 5, 6 or more spots, get job, buy or open small business and are able to meet present living conditions. (May see more moonlighters than ever these next few years.)

Most important to all music operators, tho we've written this many times, is personalized programming of every phono on location. "Charts" have been proved as phony as a $3 bill. Furthermore, what records pull coin for one operator may fizzle for other operator just around the corner. What bartenders and waitresses scribble on bits of paper may be their own desires. Have heard young waitresses ask, "Why don't he put some hot rock records in the box?" Yet, sitting all around the joint, grey haired, staid men and women. It's up to the operator himself. Sure won't hurt to visit around and drop a buck or two while listening to what location patrons play during lunchtime and dinnertime. Better, personalized programming, can boost take 20% and more. It's worth your while.

Economists point out if Congress does nothing about income tax, it's same as raising income tax this year due to fact galloping inflation will erode your earnings by 12% or more while you'll pay on top gross figure. Same as paying additional 12% income tax. ... Some juke box distribs explain their sales holding up. Figure this way, if they sold at rate of 1,000 juke boxes annually when factory in full production and, if they sell 650 phonos this year with factory at 65% production, they've met their sales quota. ... "2000 Club" ladies, here's the most charming idea. JoAn Mason, MCI's Sales Director, is having her "2000 Club" pin attached to her charm bracelet. ... Interesting hearing from Irv Holzman of N.Y.City who has but one grand idea for profitable operating. May prove just what you're looking for, too. ... Wonder if that was handsome Billy O'Donnell who sent us that vote card on "Games People Play" from Carousel Time,Inc.? Can you guess who was chosen the "most popular mfr"? (Aw, go on, guess.) ... ARA merged in Geriatrics,Inc., Greeley,Colo., operators of extended care facilities in four western states.

There's only one pioneer mfr left in the industry. He's still very active. We've known him for 45 years. He's David C. Rockola, president and owner of Rock-Ola Mfg. Corp., Chicago. Met him for the first time at the 1929 convention at the Hotel Winton in Cleveland,O., where he exhibited his "Rock-Ola Lo-Boy Scale". His plant at that time was located on Jackson Blvd in Chicago. In fact, the '29 convention became known as the "scale convention". At that same convention met a young man from Germany who is, today, Rock-Ola's big European distributor, Alfred W. (Freddy) Adickes of Nova Apparate, from Hamburg, Germany. Freddy came to the '29 show to display the Seca scales.

This year of '74 sees games so far ahead in preference only a completely different product could supersede this preference. Other two divisions of the industry in slowdown. Vending hurting due to consistently higher prices for merchandise. Most popular vending merchandise, hot and cold drinks, can drinks, candy bars, cigarets, all priced out of line. Refined sugar at $28.10 per bag more than double $13.55 of year ago. Can workers just got 15¢ per hour cost-of-living wage increase. Cigaret makers raised 70¢ per 1,000 in May, second such raise since Dec. Nestle making 1.4oz bar to retail at 25¢ being followed by Hershey and others. Music gets break due to fewer records being produced and radio hyping oldies. But most music ops working with no "service charge" and many with 40 year old wornout 50/50 commission clobbering profitability. Double 25¢ chutes bring back 2-players and 4-players. N.Y.state appellate division breathes new life into pinball with momentous decision. Many now feature pool at 2-Players 2-Bits each player. Locations more keenly aware of games. Want to buy direct. Days of leasing to locations being pushed up. Expected such action in late '70s. Now leasing may be well under way before '70s over. Entire industry in process of big changeover this '74. The future in the hands of those with intestinal fortitude.

AMUSEMENT PRICE LISTS

ARCADE	L	H	Y.P.
2. Auto-Photo, Model No. 11	450.00	950.00	
2. Auto-Photo, Model No. 12	1000.00	1450.00	
2. Auto-Photo, Model No. 14	1000.00	1450.00	
2. Auto-Photo, Model No. 17	2200.00	3800.00	
2. Auto-Photo, Model No. 18	2200.00	3800.00	
2. Auto-Photo, Model No. 20	1800.00	2500.00	
2. Capitol Midget Movies	60.00	110.00	
2. Capitol Auto Test	210.00	290.00	
2. Capitol Drivemobile	150.00	210.00	
2. ChiCoin Steam Shovel	40.00	90.00	
2. ChiCoin Twin Hockey	65.00	115.00	
2. ChiCoin Basketball Champ	40.00	90.00	
2. ChiCoin 4 Player Derby	40.00	95.00	
2. ChiCoin Criss Cross Hockey	50.00	150.00	
2. ChiCoin All Star Hockey	90.00	140.00	
2. ChiCoin Pro Basketball	140.00	190.00	
2. ChiCoin Pro Hockey	150.00	195.00	
2. ChiCoin Criss-Cross Pop Up	60.00	140.00	
2. Genco 2-Player Basketball	40.00	90.00	
2. Genco Quarterback	40.00	90.00	
2. Genco Gypsy Grandma (Fortune)	70.00	150.00	
2. Harvard Metal Typer	135.00	205.00	
2. Midway Red Ball	75.00	125.00	
2. Midway Ski Fun	75.00	125.00	
2. Mills Panoram Peek	110.00	225.00	
2. Mutoscope Drive Mobile	90.00	160.00	
2. Mutoscope K.O. Champ	50.00	100.00	
2. Mutoscope Rock 'N Roll	20.00	50.00	
2. Mutoscope Lords Prayer	50.00	100.00	
2. Mutoscope Voice-O-Graph	300.00	450.00	
2. Mutoscope 3D Art Parade	65.00	100.00	
2. Mutoscope Movies	40.00	95.00	
2. Mutoscope Swámi (Fortune)	205.00	300.00	
2. Mutoscope Zelda (Fortune)	200.00	300.00	
2. Mutoscope Grandmother Predictions	200.00	300.00	
2. Mutoscope Plastic-Vendor	50.00	90.00	
2. Munves Set Shot Basketball	65.00	100.00	
2. Sega Basketball	150.00	250.00	
2. Sega Motobolo	175.00	235.00	
2. Sega Punching Bag	200.00	350.00	
2. Standard Metal Typer	150.00	225.00	
2. Urban Kiddie Kolor Kartoon	85.00	125.00	
2. Wms. Auto Test	145.00	175.00	
2. Wms. Sidewalk Engineer	65.00	125.00	
2. Wms. Peppy The Clown	50.00	100.00	
2. Wms. Jolly Joker	50.00	100.00	
2. Wms. Mini Golf	90.00	150.00	
2. Wms. Ten Pins	75.00	125.00	
2. Wms. Ten Strike	65.00	95.00	

GUN GAMES			
2. Bally Spook Gun '59	60.00	110.00	
2. Bally Gun Smoke '59	60.00	110.00	
2. Bally Moon Raider '59	65.00	105.00	
2. Bally Derby '60	60.00	90.00	
2. Bally Sharpshooter '61	50.00	90.00	
2. Bally Marksman '61	50.00	90.00	
2. Bally 4-Million B.C.	300.00	420.00	
2. Bally Target Zero	325.00	500.00	
2. ChiCoin Playland '59	60.00	100.00	
2. ChiCoin Pony Express '60	60.00	95.00	
2. ChiCoin Ray Gun '60	60.00	95.00	
2. ChiCoin Wild West '61	60.00	110.00	
2. ChiCoin Long Range Rifle Gallery '62	70.00	120.00	
2. ChiCoin World's Fair Rifle '63	70.00	120.00	
2. ChiCoin Riot Gun '63	75.00	130.00	
2. ChiCoin Champion Rifle Range '64	70.00	110.00	
2. ChiCoin Super-Scope Rifle	120.00	165.00	
2. ChiCoin Wild West Rifle, '67	130.00	175.00	
2. ChiCoin Texas Ranger	135.00	185.00	
2. ChiCoin Ace Machine Gun	130.00	195.00	
2. ChiCoin Carnival Rifle Gallery	130.00	195.00	
2. ChiCoin Apollo Moon Shot	150.00	200.00	
2. ChiCoin Super Circus	165.00	210.00	
2. Frantz U.S. Marshal '64	65.00	125.00	
2. Midway Shooting Gallery '60	80.00	110.00	
2. Midway De Luxe Shooting Gallery '61	80.00	100.00	
2. Midway Rifle Gallery '61	75.00	105.00	

GUN GAMES (Continued)			
2. Midway Rifle Range '63	75.00	110.00	
2. Midway Trophy Gun	70.00	105.00	
2. Midway Rifle Champ	75.00	115.00	
2. Midway Monster Gun	90.00	125.00	
2. Midway Captain Kid	80.00	140.00	
2. Midway Space Gun	85.00	150.00	
2. Midway Flying Saucer	110.00	175.00	
2. Midway Dog Fight	125.00	220.00	
2. Midway Sea Raider	135.00	240.00	
2. Midway Flying Carpet	150.00	290.00	
2. Midway S.A.M.I.	200.00	330.00	
2. Midway Invader	225.00	340.00	
2. Midway Jet Rider	250.00	375.00	
2. Midway Stunt Pilot	165.00	220.00	
2. Midway Wild Kingdom	225.00	375.00	
2. Midway Sea Rescue	250.00	390.00	
2. Sega Rifleman	120.00	230.00	
2. Sega Combat	140.00	250.00	
2. Sega Jet Rocket	165.00	270.00	
2. Super Red Baron	195.00	275.00	
2. Wms. Cross Fire '57	50.00	90.00	
2. Wms. Vanguard '58	50.00	90.00	
2. Wms. Hercules '59	50.00	100.00	
2. Wms. Crusader '59	50.00	100.00	
2. Wms. Titan '59	50.00	100.00	
2. Wms. Space Glider '60	50.00	100.00	
2. Wms. Arctic Gun '67	95.00	165.00	
2. Wms. Acqua Gun '68	110.00	190.00	
2. Wms. Phantom	200.00	370.00	
2. Wms. Bonanza	275.00	400.00	
2. Wms. Flotilla	275.00	410.00	
2. Wms. Sniper	295.00	410.00	

KIDDIE RIDES			
2. All Tech. Chuck Wagon	100.00	190.00	
2. All Tech Fire Engine	100.00	195.00	
2. All Tech Hi-Way Patrol	95.00	150.00	
2. All Tech Indian Scout	100.00	195.00	
2. All Tech Satellite Explorer	110.00	195.00	
2. All Tech Cross Country Racer	85.00	140.00	
2. All Tech Lightning Horse	120.00	195.00	
2. All Tech Musical Ferris Wheel	125.00	210.00	
2. All Tech Twirlybird	100.00	200.00	
2. All Tech 2-Speed Cow Pony	125.00	250.00	
2. All Tech Batty Car	150.00	250.00	
2. All Tech Santa Fe Train	140.00	250.00	
2. All Tech Stage Coach	110.00	240.00	
2. Bally Little Champion	125.00	200.00	
2. Bally Fire Chief	100.00	150.00	
2. Bally Toonerville Trolley	100.00	150.00	
2. Bally Champion Horse	150.00	250.00	
2. Bally Pony Twin	100.00	200.00	
2. Bally Space Ship	145.00	175.00	
2. Bally Speed Boat	75.00	150.00	
2. Bally Western Express	100.00	200.00	
2. Bally Kiddie Bike	100.00	150.00	
2. Bally Model T Hot Rod	150.00	250.00	
2. Bally Speed Queen	100.00	150.00	
2. Bally Bucky Bronco	200.00	250.00	
2. Bert Lane Merry-Go-Round	75.00	125.00	
2. Bert Lane Miss America Boat	75.00	125.00	
2. Bert Lane Fire Engine	75.00	125.00	
2. Bert Lane Lancer	100.00	150.00	
2. Bert Lane Whirlybird	100.00	150.00	
2. Bert Lane Moon Rocket	100.00	150.00	
2. Capitol Donald Duck	95.00	145.00	
2. Capitol See Saw	75.00	100.00	
2. Capitol Merry-Go-Round	75.00	100.00	
2. Capitol Pony	100.00	125.00	
2. Capitol Elsie The Cow	100.00	125.00	
2. Capitol Palomino Horse	100.00	125.00	
2. ChiCoin Super Jet	100.00	125.00	
2. ChiCoin Round The World Trainer	125.00	175.00	
2. Exhibit Big Bronco	50.00	100.00	
2. Exhibit Mustang	75.00	100.00	
2. Exhibit Sea Skates	85.00	110.00	
2. Exhibit Space Patrol	85.00	115.00	
2. Exhibit Red Nose Reindeer	65.00	95.00	
2. Fla. Wstn. Stone Age Rock-It	95.00	135.00	
2. Hawkins Sam The Clown	100.00	220.00	
2. Hawkins Derby Pony Jr.	110.00	240.00	
2. Hawkins Twin Quarterhorse	125.00	295.00	

(Kiddie Rides continued on the following page)

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AMUSEMENT PRICE LISTS

KIDDIE RIDES (Continued)

	L	H	Y.P.
2. Hawkins Ben Hur Chariot	140.00	275.00	
2. Hawkins Rodeo Pony	150.00	300.00	
2. Hawkins Pony Cart	150.00	310.00	
2. Hawkins Jumbo The Elephant	250.00	400.00	
2. Hawkins Mustang	225.00	400.00	
2. Hawkins Leo The Lion	200.00	400.00	
2. Hawkins Donny Duck	200.00	400.00	
2. Hawkins Lotta Fun (Duck, Horse, Elephant)	250.00	400.00	
2. King Pin Tug Boat	95.00	125.00	
2. King Pin Train Ride	105.00	150.00	
2. King Pin Fire Engine	125.00	165.00	
2. King Pin Animal Ride	110.00	160.00	
2. King Pin Sabre Jet Auto	105.00	145.00	
2. King Pin Pony Cart	125.00	150.00	
2. Mutoscope Pony Cart	95.00	125.00	
2. Southland Traveling Frog	125.00	185.00	
2. South Orbiting Gemini Ride	135.00	195.00	
2. Southland Traveling Dinosaur	150.00	195.00	
2. Southland Space Ship	125.00	195.00	
2. Southland Speedway	125.00	195.00	
2. Southland Travel Pony	130.00	225.00	
2. Southland Little Pro Golf Game	135.00	235.00	
2. Southland Western Trail	140.00	250.00	
2. Tusko Elephant	125.00	275.00	

POOL TABLES

2. All-Tech Gold Crest 6	80.00	140.00	
2. All-Tech Gold Crest 7	90.00	150.00	
2. All-Tech Gold Crest 8	100.00	195.00	
2. All-Tech Gold Crest 9	110.00	220.00	
2. Amer. Shuff. Classic 6'	85.00	150.00	
2. Amer. Shuff. Classic 7'	95.00	150.00	
2. Amer. Shuff. Classic 8'	100.00	190.00	
2. Amer. Shuff. Bank Shot 9'	115.00	225.00	
2. Fischer Crown 90"	120.00	215.00	
2. Fischer Crown 85"	110.00	150.00	
2. Fischer Royal 76"	100.00	140.00	
2. Fischer Crown Fiesta Bumper	80.00	140.00	
2. Fischer 105" Crown	140.00	275.00	
2. Fischer Regent 77"	90.00	175.00	
2. Fischer Regent 84"	105.00	195.00	
2. Fischer Regent 91"	100.00	190.00	
2. Fischer Regent 101"	125.00	250.00	
2. Kaye DeLuxe Satellite	85.00	140.00	
2. Kaye Klub Regular	85.00	140.00	
2. Kaye Klub Jumbo	90.00	150.00	
2. Kaye Mark I	85.00	145.00	
2. Kaye Mark II	90.00	150.00	
2. Kaye Mark III	100.00	170.00	
2. Kaye Mark IV	115.00	210.00	
2. Kaye Mark V	130.00	275.00	
2. U.S. Bill. Comet Mod. 6700	90.00	160.00	
2. U.S. Bill. Comet Mod. 7700	100.00	180.00	
2. U.S. Bill. Comet Mod. 8200	110.00	215.00	
2. U.S. Bill. Comet Mod. 9100	115.00	225.00	
2. Valley Model 7450	80.00	140.00	
2. Valley Special 745A	80.00	140.00	
2. Valley DeLuxe 750A	85.00	145.00	
2. Valley DeLuxe 850A	90.00	150.00	
2. Valley DeLuxe 900A	100.00	175.00	
2. Valley DeLuxe 950	100.00	170.00	
2. Valley Model 775	80.00	140.00	
2. Valley Model 875	90.00	150.00	
2. Valley Model 975	95.00	160.00	
2. Valley Regulation Bumper Pool	100.00	175.00	

NOVELTY GAMES

2. Bally World Cup Soccer	70.00	175.00	
2. Bally Space Flight	120.00	250.00	
2. Bally Road Runner	350.00	500.00	
2. ChiCoin All American Basketball	90.00	150.00	
2. ChiCoin Hockey Champ, 2-Play	150.00	220.00	
2. ChiCoin Drive Master	125.00	295.00	
2. ChiCoin Speedway	175.00	410.00	
2. ChiCoin Motorcycle	125.00	350.00	
2. I. Q. Computer	90.00	170.00	
2. Kaye Batting Practice	75.00	150.00	
2. Leisure-Tron Space Lazer	75.00	150.00	
2. Midway Basketball	100.00	190.00	
2. Midway Whirlybird	100.00	210.00	
2. Midway Helicopter Trainer	120.00	220.00	
2. Sega Helicopter	125.00	225.00	
2. Sega Missile	140.00	250.00	
2. Williams Helicopter	110.00	195.00	
2. Williams Basketball	100.00	150.00	
2. Williams Ringer	85.00	140.00	

PINS

L H Y.P.

1960

NOTE: The following 1960 pins removed due to NO ACTIVE TRADING. GOTTLIEB: Capt. Kidd, 2-Play; Dancing Doll; Flipper; Kewpie Doll; Lite-A-Card, 2-Play; Melody Lane, 2-Play; Merry-Go-Round, 2-Play; Seven Seas, 2-Play; Spot-A-Card; The Texan, 4-Play; World Beauty; Wagon Train. WILLIAMS: Blackjack; Darts; Golden Gloves; Jungle; Magic Clock, 2-Play; Music Man, 4-Play; Nags; Serenade, 2-Play; Twenty-One.

1961

NOTE: The following 1961 pins removed due to NO ACTIVE TRADING. CHI-COIN: Big Hit. GOTTLIEB: Cover Girl, Egg Head, Fashion Show, 2-Play; Flipper Clown; Flipper Cowboy; Liberty Bell, 4-Play; Olympic, Preview, 2-Play; Sunset 2-Play; Tropic Isle. WILLIAMS: Coquette, 2-Play; Four Roses; Friendship; Jolly Joker; King Pin, 2-Play; Mardi Gras, 4-Play; 3 Coins; Trade Winds; Vagabond; Valiant, 2-Play.

1962

NOTE: The following 1962 pins removed due to NO ACTIVE TRADING. GOTTLIEB: Aloha, 2-Play; Big Casino; Corral; Foto Finish; Flipper Fair; Flipper Parade; Flying Circus, 2-Play; Lancer, 2-Play; Oklahoma. WILLIAMS: Bobo; Caravelle, 4-Play; Double Barrel, 2-Play; Highway; Hollywood, 2-Play; Kismet, 4-Play; Reserve; Skill Ball; Space Ship; Ten Spot, Viking, 2-Play.

1963

NOTE: The following 1963 pins removed due to NO ACTIVE TRADING. BALLY: Hootenany; Cross Country; Cue Tease, 2-Play; Moon Shot; 3-In-Line, 4-Play; Star Jet, 2-Play. CHI-COIN: South Pacific, 2-Play; Sun Valley, 2-Play. GOTTLIEB: Flying Chariot, 2-Play; Gaucho, 4-Play; Rak-A-Ball, Slick Chick; Square Head; Swing Along, 2-Play; Sweethearts. KEENEY: Go-Cart, Poker Face. MIDWAY: Carnival; Race Way, 2-Play. WILLIAMS: Big Daddy; El Toro, 2-Play; Jumpin' Jacks, 2-Play; Merry Widow, 4-Play; Swing Time; Skill Pool; Tom-Tom, 2-Play.

1964

NOTE: The following 1964 pins removed due to NO ACTIVE TRADING. BALLY: Big Day, 4-Play; Bongo, 2-Play; Bus Stop, 2-Play; Grand Tour; Harvest; Mad World, 2-Play; Monte Carlo; Sky Divers; 2-in-1, 2-Play; CHI-COIN: Bronco, 2-Play; Fire Cracker, 2-Play; Mustang, 2-Play; Royal Flash, 2-Play; GOTTLIEB: Big Top, 2-Play; Bonanza, 2-Play; Bowling Queen; Gigi; Happy Clown, 2-Play; Majorettes; North Star; Sea-Shore, 2-Play; Ship Mates, 4-Play; World Fair; KEENEY: Colorama, 2-Play; MIDWAY: Flying Turns, 2-Play; Rodeo; Winner, 2-Play; WILLIAMS: Beat The Clock; Heat Wave; Oh Boy, 2-Play; Riverboat; San Francisco, 2-Play; Soccer; Stop 'N Go, 2-Play; Palooka; Whoopee, 4-Play.

1965

NOTE: The following 1965 pins removed due to NO ACTIVE TRADING. BALLY: Aces High, 4-Play; Bandwagon, 4-Play; Bullfight; Discotek, 2-Play; 50/50, 2-Play; Magic Clock; Sheba, 2-Play; Trio. CHI-COIN: Par Golf. GOTTLIEB: Bank-A-Ball; Buckaroo; Cow Poke; Dodge City, 4-Play; Flipper Pool; Hi-Dolly, 2-Play; Ice Review; Kings & Queens; Paradise, 2-Play; Skyline; Thorobred, 2-Play. MIDWAY: Mystery Score. WILLIAMS: Alpine Club; Big Chief, 4-Play; Bowl-A-Strike; Eager Beaver, 2-Play; Hollywood Driving Range; Lucky Strike; Moulin Rouge; Pot-O-Gold 2-Play; Pretty Baby, 2-Play; Teachers Pet; Zig Zag.

1966

NOTE: The following 1966 pins removed due to NO ACTIVE TRADING. BALLY: Bazaar; Blue Ribbon, 4-Play; Campus Queen, 4-Play; Fun Cruise; DeLuxe Fun Cruise; Gold Rush; Loop-The-Loop, 2-Play; Six Sticks, 6-Play; Wild Wheels, 2-Play. CHI-COIN: Hula-Hula, 2-Play; Kicker, GOTTLIEB: Central Park; Cross Town; Dancing Lady, 4-Play; Masquerade, 4-Play; Mayfair, 2-Play; Subway. WILLIAMS: A-Go-Go, 4-Play; Big Strike; 8-Ball, 2-Play; Full House; Hot Line; Top Hand.

1967

NOTE: The following 1967 pins removed due to NO ACTIVE TRADING. BALLY; Capersville, 4-Play; Rocket III; Wiggler, 4-Play. CHI-COIN: Beatniks, 2-Play; Festival, 4-Play; Twinky. GOTTLIEB: King of Diamonds; Super Score, 2-Play; Hi-Score, 4-Play; Sing Along; Surf Side, 2-Play. WILLIAMS: Casanova, 2-Play; Magic Town; Shangri-La, 4-Play; Apollo; Derby Day, 2-Play; Touch Down.

PINS 1968

	L	H	Y.P.
2. Bally Surfer	75.00	150.00	
2. Bally Dogies, 4-Play	140.00	240.00	
2. Bally Dixieland	90.00	170.00	
2. Bally Safari, 2-Play	110.00	220.00	
2. Bally Rock Makers, 4-Play	150.00	275.00	
2. Bally MiniZag	80.00	150.00	
2. ChiCoin Gun Smoke, 2-Play	85.00	140.00	
2. ChiCoin Stage Coach, 4-Play	105.00	175.00	
2. ChiCoin Playtime, 2-Play	110.00	155.00	
2. Gottlieb Royal Guard	110.00	150.00	
2. Gottlieb Spin Wheel, 4-Play	135.00	220.00	
2. Gottlieb Funland	125.00	195.00	
2. Gottlieb Palace Guard	110.00	190.00	
2. Gottlieb Fun Park	115.00	185.00	
2. Gottlieb Paul Bunyan, 2-Play	130.00	230.00	
2. Gottlieb Domino	125.00	190.00	
2. Gottlieb Playmates	125.00	195.00	

(Pins continued on the following page)

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AMUSEMENT PRICE LISTS

1968 PINS (Continued)	L	H	Y.P.
2. Gottlieb Four Season, 4-Play	150.00	300.00	
2. Williams Jolly Roger, 4-Play	115.00	220.00	
2. Williams Ding Dong	85.00	175.00	
2. Williams Student Prince, 4-Play	140.00	275.00	
2. Williams Hay Burners II, 2-Play	120.00	240.00	
2. Williams Doozie	90.00	185.00	
2. Williams Pit Stop, 2-Play	125.00	250.00	
1969			
2. Bally Cosmos, 4-Play	210.00	300.00	
2. Bally Op-Pop-Pop	135.00	205.00	
2. Bally Gator, 4-Play	230.00	340.00	
2. Bally On Beam	135.00	250.00	
2. Bally Joust, 2-Play	155.00	265.00	
2. ChiCoin Pirate Gold	75.00	150.00	
2. ChiCoin Astronaut, 2-Play	105.00	195.00	
2. ChiCoin Moon Shot, 4-Play	140.00	265.00	
2. ChiCoin Action	100.00	160.00	
2. Gottlieb Airport, 2-Play	130.00	240.00	
2. Gottlieb College Queens, 4-Play	190.00	325.00	
2. Gottlieb Target Pool	125.00	230.00	
2. Gottlieb Mini Pool	125.00	225.00	
2. Gottlieb Spin-A-Card	130.00	205.00	
2. Gottlieb Hearts & Spades	130.00	205.00	
2. Gottlieb Wild West, 2-Play	165.00	270.00	
2. Gottlieb Mibs	140.00	250.00	
2. Gottlieb Skipper, 4-Play	225.00	350.00	
2. Gottlieb Road Race	140.00	250.00	
2. Williams Cabaret, 4-Play	225.00	325.00	
2. Willaims Miss-O	140.00	200.00	
2. Willaims Paddock	145.00	205.00	
2. Williams Gridiron, 2-Play	175.00	280.00	
2. Williams Smart Set, 4-Play	240.00	350.00	
2. Willaims Expo, 2-Play	190.00	300.00	
1970			
2. Bally King Rex, AAB	160.00	270.00	
2. Bally King Tut	160.00	270.00	
2. Bally Galahad, 2-Play, Conv. AAB	225.00	350.00	
2. Bally Camelot, 4-Play, Conv. AAB	295.00	450.00	
2. Bally Bowl-O, Conv. AAB	190.00	300.00	
2. Bally Zip-A-Doo, 2-Play, Conv. AAB	300.00	410.00	
2. Bally Trail Drive, Conv. AAB	210.00	350.00	
2. Bally See-Saw, 4-Play, Conv. AAB	350.00	500.00	
2. ChiCoin Cowboy, 4-Play	190.00	305.00	
2. Gottlieb Stock Car	210.00	340.00	
2. Gottlieb Mini Cycle, 2-Play	250.00	345.00	
2. Gottlieb Polo, 4-Play	375.00	500.00	
2. Gottlieb Flip-A-Card	200.00	285.00	
2. Gottlieb Card Trix, AAB	170.00	250.00	
2. Gottlieb Crescendo, 2-Play	245.00	370.00	
2. Gottlieb Groovy, 4-Play	325.00	425.00	
2. Gottlieb Baseball	195.00	325.00	
2. Gottlieb Batter Up, AAB	180.00	300.00	
2. Gottlieb Scuba, 2-Play	285.00	410.00	
2. Gottlieb Aquarius	225.00	350.00	
2. Gottlieb Snow Derby, 2-Play	240.00	345.00	
2. Gottlieb Bristol Hills, AAB, 2-Play	240.00	370.00	
2. Gottlieb Snow Queen	210.00	350.00	
2. Williams Seven Up	190.00	250.00	
2. Willaims Set Up, AAB	195.00	250.00	
2. Williams Gay '90's, 4-Play	340.00	450.00	
2. Williams Four Aces, 2-Play	240.00	370.00	
2. Williams Jive Time	170.00	290.00	
2. Williams Rock 'N Roll, AAB	170.00	290.00	
2. Williams Aces & Kings, 4-Play	350.00	490.00	
2. Williams Strike Zone, 2-Play	260.00	305.00	
2. Williams Straight Flush.	220.00	380.00	
2. Williams 3 Jokers, AAB	215.00	375.00	
1971			
2. Bally Four Queens Conv., AAB	250.00	395.00	
2. Bally Vampire, 2-Play, Conv. AAB	290.00	470.00	
2. Bally Firecracker, 4-Play, Conv. AAB	370.00	510.00	
2. Bally Expressway, Conv. AAB	325.00	450.00	
2. Bally Sea Ray, 2-Play, Conv. AAB	330.00	570.00	
2. ChiCoin Big Flipper, 2-Play.	140.00	255.00	
2. ChiCoin High Score Pool, 2-Play.	305.00	450.00	
2. Gottlieb 2001	250.00	385.00	
2. Gottlieb Dimension, AAB	250.00	350.00	
2. Gottlieb Roller Coaster, 2-Play	315.00	445.00	
2. Gottlieb 4 Square	240.00	425.00	
2. Gottlieb Astro, AAB	230.00	415.00	
2. Gottlieb Now, 4-Play	345.00	475.00	
2. Gottlieb Challenger	250.00	375.00	
2. Gottlieb Lawman, 2-Play	325.00	460.00	

1971 PINS (Continued)	L	H	Y.P.
2. Gottlieb Play Ball	260.00	450.00	
2. Gottlieb Home Run, AAB	250.00	385.00	
2. Gottlieb Extra Inning	255.00	390.00	
2. Gottlieb Sheriff, 4-Play	390.00	525.00	
2. Gottlieb Drop-A-Card	285.00	435.00	
2. Gottlieb Pop-A-Card, AAB	275.00	425.00	
2. Williams Dipsy Doodle, 4-Play	315.00	525.00	
2. Williams Solids N Stripes, 2-Play	295.00	435.00	
2. Williams Gold Rush, 4-Play	405.00	550.00	
2. Williams Klondike	245.00	445.00	
2. Williams Yukon, AAB	240.00	425.00	
2. Williams Doodle Bug	255.00	450.00	
2. Williams Love Bug, AAB	250.00	425.00	
2. Williams Winner, 2-Play	310.00	460.00	
2. Williams Star Dust, 4-Play	395.00	475.00	
2. Williams Olympic Hockey, 2-Play	350.00	525.00	
1972			
2. Bally Mariner, 4-Play, Conv. AAB	420.00	565.00	
2. Bally 4-Million B.C.	395.00	505.00	
2. Bally Fireball, 4-Play	455.00	630.00	
2. Bally El Toro, Conv. AAB	360.00	525.00	
2. Bally Little Joe, 4-Play, Conv. AAB	550.00	660.00	
2. Bally Space Time, 4-Play, Conv. AAB	550.00	660.00	
2. ChiCoin Casino, 4-Play	315.00	425.00	
2. Gottlieb Orbit, 4-Play	435.00	575.00	
2. Gottlieb Outer Space, 2-Play	375.00	530.00	
2. Gottlieb Flying Carpet	365.00	510.00	
2. Gottlieb King Kool, 2-Play	405.00	555.00	
2. Gottlieb Grand Slam	380.00	525.00	
2. Gottlieb World Series AAB	375.00	500.00	
2. Gottlieb King Rock, 4-Play	495.00	695.00	
2. Gottlieb Jungle, 4-Play	550.00	710.00	
2. Gottlieb Wild Life, 2-Play	490.00	635.00	
2. Williams Winner, 2-Play	310.00	470.00	
2. Williams Spanish Eyes	365.00	495.00	
2. Williams Granada AAB	370.00	460.00	
2. Williams Super Star	390.00	515.00	
2. Williams Big Star AAB	380.00	500.00	
2. Williams Honey, 4-Play	555.00	650.00	
2. Williams Zodiac, 2-Play	420.00	550.00	
2. Williams Fan-Tas-Tic, 4-Play	545.00	660.00	
1973			
2. Bally Odds & Evens, Conv. AAB.	420.00	625.00	
2. Bally Monte Carlo, 4-Play, Conv. AAB	695.00	850.00	
2. Bally Round Up, 2-Play, Conv. AAB	525.00	675.00	
2. Bally Time Zone, 2-Play, Conv. AAB	595.00	725.00	
2. Bally Twin Joker, 2-Play	620.00	750.00	
2. Bally Hi-Lo Ace, Conv. AAB	545.00	675.00	
2. Bally Circus, 4-Play, Conv. AAB.	650.00	765.00	
2. ChiCoin Hee Haw, 4-Play	495.00	660.00	
2. ChiCoin Riviera, 4-Play	515.00	695.00	
2. Gottlieb Pro-Football	405.00	550.00	
2. Gottlieb Jack-In-The-Box, 4-Play	550.00	690.00	
2. Gottlieb Jungle King AAB	505.00	615.00	
2. Gottlieb Jumping Jack, 2-Play	575.00	700.00	
2. Gottlieb High Hand	505.00	625.00	
2. Gottlieb Hot Shot, 4-Play	600.00	675.00	
2. Gottlieb King Pin	450.00	550.00	
2. Williams Swinger, 2-Play, Conv. AAB	495.00	620.00	
2. Williams Travel Time, Conv. AAB	470.00	540.00	
2. Williams Fun Fest, 4-Play, Conv. AAB	615.00	745.00	
2. Williams Gulfstream, Conv. AAB	450.00	625.00	
2. Williams Tropic Fun AAB	470.00	585.00	
2. Williams Jubilee, 4-Play, Conv. AAB	615.00	795.00	
2. Williams Darling, 2-Play, Conv. AAB	525.00	700.00	
2. Williams Oxo, 4-Play, Conv. AAB	685.00	825.00	
1974			
Bally Big Show, 2-Play, Conv. AAB	*	*	
Bally Champ, 4-Play, Conv. AAB	*	*	
Bally Twin Win, 2-Play, Conv. AAB	*	*	
Gottlieb Big Shot, 2-Play	*	*	
Gottlieb Big Indian, 4-Play	*	*	
Gottlieb Big Brave, 2-Play	*	*	
Gottlieb Sky Jump	*	*	
Williams Star Action AAB	*	*	
Williams Triple Action, Conv. AAB	*	*	
Williams Dealer's Choice, 4-Play, Conv. AAB	*	*	

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